

## NEWS RELEASE

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### **HiEnd Accents to Host "Beyond the Headboard" Seminar at High Point Market Saturday, October 26, 4-5 PM ET**

HIGH POINT, NC — September 3, 2024 — HiEnd Accents, a leading designer and creator of everyday luxury home textiles, announces a must-attend seminar for furniture and mattress retailers at the upcoming High Point Market. The seminar, titled "Beyond the Headboard: Leveraging Top-of-Bed for Bottom-Line Growth," will be held on Saturday, October 26, from 4-5 PM ET in HiEnd Accents' newly expanded showroom at Showplace #2500.

In light of recent closures of major home goods retailers, furniture and mattress stores are uniquely positioned to become the new go-to destination for bedding products. This timely seminar will equip retailers with strategies to capitalize on this market shift and boost their bottom line.

"We've partnered with dozens of furniture stores across the country, helping them successfully increase their average ticket size by integrating our top-of-bed products," says Melissa Walz, VP of Sales at HiEnd Accents. "This seminar will share those success stories and provide actionable insights for retailers looking to grow their business."

Attendees will learn:

- How top-of-bed products can enhance furniture and mattress sales
- Visual merchandising techniques, including live bed-dressing demonstrations
- Strategies to become a go-to bedding destination
- Emerging home décor trends and customer demands

The seminar will conclude with a Q&A session, allowing attendees to get personalized advice from the HiEnd Accents team.

Light refreshments will be served. Space is limited, so interested parties are encouraged to RSVP early.

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**About HiEnd Accents:** HiEnd Accents designs and creates everyday luxury bedding and linens, sheeting, decorative pillows, and other home textiles. Founded in 2005 and based in Dallas, Texas, the company's mission is to elevate customers' lives through beautifully designed

home textiles that deliver quality and value. For more information, visit  
[www.partner.hiendaccents.com](http://www.partner.hiendaccents.com).

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