

## NEWS RELEASE

---

### **HiEnd Accents Expands Award-Winning Product Offerings and Showroom at High Point Spring Market 2025**

**High Point, NC – February 26, 2025** – HiEnd Accents, a leading designer of everyday luxury home textiles that transform living spaces, is making a statement at this year’s upcoming High Point Spring Market. As the brand enters its 20th year in business, this pivotal milestone is marked by a string of exciting developments. This includes an enhanced market showroom, a Furniture Design Center Program, and new additions to their award-winning collections, expanding their products in both look and utility.

This year, visitors of High Point Spring Market will be welcomed for the first time into the brand’s expanded showroom. With double the floor space of its previous iteration, this expanded showroom provides guests with a more immersive experience and showcases the true breadth of the brand’s offerings. In addition to new bedding, HiEnd Accents is also expanding its highly successful throw, pillow and accessory programs. “We’ve scoured the world to find the finest prints, textiles and artisans to bring a full, well-rounded roster of products to the market. Our product expansions will allow retailers to meet the growing demand for thoughtfully designed home textiles,” shared Jonathan He, President of HiEnd Accents.

In response to the evolving needs of furniture store partners, HiEnd Accents will provide support with its Furniture Design Center Program. The program will offer curated training and event opportunities to help retailers educate their employees on the impact of top-of-bed sales. “Through this program, we can support our partners by educating them on best practices for integrating top-of-bed products and providing their customers with more holistic sleep solutions. With the right sales strategy, they can enhance customer satisfaction while boosting average ticket value by 35-50%.”

For those interested in learning more about the impact of top-of-bed sales, HiEnd Accents extends an invite to their upcoming talk, *Beyond the Headboard: Leveraging Top-of-Bed for Bottom-Line Growth*, which takes place on April 26th, 2025 at 4-5PM at the ANDMORE Seminar Room. The talk will be led by HiEnd Accents’ very own Scottie Collins (Senior Manager of Creative & Trade Relations), Melissa Walz (Vice President of Sales) and Elizabeth Orth-He (Director of Business Development). With their industry insights, it’s a great opportunity for market visitors and furniture retail partners to learn more about leveraging top-of-bed products to bolster sales.

In addition to HiEnd Accents’ newest releases, they are also expanding their wholesale hospitality-grade Saturday Linens line and their budget-friendly Indigo Hill line, with both brands bringing in fresh designs at carefully curated price points. These multi-brand expansions further solidify HiEnd Accents’ growing portfolio, bringing quality bedding to multiple market segments.

HiEnd Accents' 20th anniversary year follows right on the heels of a stellar 2024, where they enjoyed a string of prestigious industry wins. This includes three wins in the 2024 Reader Rankings—Best Decorative Top-of-Bed Company from Furniture Today and Best Accent Throw Supplier, Best Top-of-Bed Supplier and finalist for Best Decorative Pillow Supplier from Home Accents Today, among others. HiEnd Accents also ranked in the 2024 Inc. 5000 List for its significant three-year revenue growth.

To experience the latest of HiEnd Accents' award-winning offerings, join them at High Point Spring Market this April 24 to 30 at Showplace #2500.

### **About HiEnd Accents:**

HiEnd Accents designs and creates everyday luxury bedding, 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).

Press Contact:

Grace Daguro

Marketing Manager

[graced@hiendaccents.com](mailto:graced@hiendaccents.com)

972-514-1971