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Urbia to Relocate High Point Market Showroom to 220 Elm for April Market

Move increases visibility and positions brand among Market's leading contemporary resources

High Point, NC – March 4, 2026 – Urbia Imports, LLC, the family-owned furnishings wholesaler, will relocate its High Point Market showroom to **220 Elm, Suite 326**, debuting the new space at the **April 2026 Market** after more than a decade in the C&D Building.

The move places Urbia within one of Market's most design-forward destinations. Known for its curated mix of contemporary brands, 220 Elm offers increased visibility, stronger foot traffic, and strategic alignment as Urbia continues expanding across retail, design, and commercial channels.

For the brand, the relocation represents more than a change of address—it signals an evolution in positioning and presence. As Urbia has broadened its assortment across living, dining, and outdoor categories, the company identified the need for a showroom environment that reflects its refined aesthetic and long-term growth strategy.

“As Urbia continues to grow, it was important that our Market presence reflect where the brand is today and where we're headed,” said David Gevurtz, president of Urbia. “220 Elm places us among leading contemporary resources and gives us a stronger platform to present our collections and support the next phase of our growth.”

The new showroom will showcase Urbia's expanding collections in a cohesive setting that highlights the brand's sculptural forms, globally influenced craftsmanship, and material-driven approach.

Among the introductions buyers will see in the new space is an expanded presentation of Urbia's **Eclat collection**, a series of occasional tables featuring hand-applied enamel finishes that combine durability with artistic character. New for Spring Market, the collection will **more than double in SKU count**, reflecting strong retailer response and Urbia's continued investment in distinctive, material-driven design.

Urbia will exhibit at **220 Elm, Suite 326**, during the April 2026 High Point Market.

For appointments or more information, visit urbiafurniture.com or contact hello@urbiafurniture.com.

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About Urbia

Urbia Imports, LLC designs and distributes modern and contemporary furniture for residential, commercial, and hospitality environments. The brand serves retailers, designers, and developers across North America and is recognized for its design-driven aesthetic, global sourcing, and boutique approach to service.

Family-owned and operated, Urbia traces its roots nearly a century to a pre-World War II dry goods store in Philadelphia. Today, Gary and David Gevurtz continue that legacy with a focus on quality, craftsmanship, and forward-looking design.