

Press Contact: Kayla Wall
kayla@wallvonenck.com
919-753-7359

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Theodore Alexander Debuts New High Point Showroom and Four Collections at Fall 2025 High Point Market

The highly anticipated showroom debut comes after 10 months of renovations, setting the stage for the storied furniture brand's future.

October 1, 2025; High Point, NC—Theodore Alexander, celebrated for its distinguished, heirloom-quality furniture and craftsmanship, debuts its new High Point showroom location at 425 N Hamilton Street, along with four new collections this fall. Market attendees will see the newly designed and renovated building, which spans four floors and covers over 22,000 square feet.

The grand opening celebrations will begin on Friday, October 24, as the team welcomes special guests Dee Ocleppo Hilfiger, creative director of Judith Leiber Couture, and husband Tommy Hilfiger, revered American fashion designer, to celebrate the publishing of their new book, *Hilfiger Homes*, which coincides with the showroom debut. The Hilfigers will host a meet and greet and book signing, while Theodore Alexander offers passed hors d'oeuvres, bar service, and live music by DJ Quinn. The book signing will take place on the second floor near the Judith Leiber Couture furniture vignette.

Following Friday's grand opening, longtime design partner Lord Charles Spencer will be in attendance to host an afternoon designer tea on Saturday from 3:00 to 5:00 p.m. to showcase his new Spencer Green Park collection and meet with interior designers. Guests will enjoy an afternoon of style and refinement as Lord Spencer personally guides attendees through the collection, sharing captivating stories of its inspiration, artistry, and the intricate details that make each piece unforgettable.

To wrap up the weekend celebrations, beloved interior designer and brand partner Alexa Hampton will host "52 Weeks of Design LIVE" with designer guests Jean Liu, Laura Lubin, and Jess Davis on Sunday from 10:00 to 11:00 a.m. Panelists will address design must-haves, achieving a signature brand style, travel inspiration, and more, with the opportunity for guests to view Alexa Hampton's designs for Theodore Alexander following the lively conversation.

"We are thrilled to open the doors to our new showroom, which I believe many designers will find is located in an easily accessible location that is near our peers," says Theodore Alexander President Ed Teplitz. "The location, coupled with the new fall furniture releases and event programming, has us planning for a strong market and start of the busy fall season."

The new showroom will showcase four new furniture collections, along with new upholstery introductions that complement the casegoods designs. The new collections are as follows:

Perch: The Perch collection is a study in the consummate artistry of Theodore Alexander's master craftsmen. This truly unique collection has been skillfully constructed from a distinctive maple burl and adorned with mother-of-pearl inlays and intricate marquetry designs depicting delicate flowering branches.

Coastal: Defined by casual sophistication and a breezy beach ambiance, the bright and airy Coastal collection offers a fresh transitional take on Palm Beach living. Pieces within the Coastal collection are crafted from white oak and adorned with details like cream-painted grasscloth, lacquer accents, rolling wave-like curves, and nature-inspired carvings.

Spencer Green Park: Like its predecessors within the Spencer collection, the design of Green Park was inspired by the timeless styling of Lord Spencer's London home. Constructed from fumed eucalyptus in a robust finish and offset with eye-catching brass hardware and faux marble accents, these transitional pieces offer a polished sense of natural tranquility amid the hustle and bustle of metro living.

Woodlands: Like a rejuvenating weekend in the wilderness, the Woodlands collection is the perfect catalyst for refreshing modern living. Crafted from rustic oak in a choice of two natural finishes, the Woodlands collection melds sharp angular silhouettes with elegant modern sensibilities, resulting in pieces that embody organic charm and sophisticated simplicity.

The four fall collections will be previewed during High Point Market from October 24 through October 29. Theodore Alexander is now booking sales and press appointments for High Point Market. For more information, please visit www.TheodoreAlexander.com.

About Theodore Alexander:

Founded in 1996, Theodore Alexander has become synonymous with high-quality home furnishing products that adorn interiors throughout the world. With a commitment to detail and the use of fine materials, every product is meticulously designed and crafted in its factory-owned facilities to bring impeccable pieces to discerning customers. Evolving with its customers, Theodore Alexander now embarks on a new era that looks to expand the brand's footprint further into upholstery, lighting, rugs, and artwork while maintaining a focus on its renowned casegood production. With a vast network of to-the-trade showrooms and luxury home furnishings retailers at the core of its identity, Theodore Alexander prides itself on its fine craftsmanship, accessibility, versatility, and its whole home offering. For more information, please visit www.theodorealexander.com.

###