



Adriana Hoyos Launches Privé Category at Fall Market

New premium furnishings category debuts with 26 luxe styles

HIGH POINT, N.C. August 18, 2026– Global luxury brand [Adriana Hoyos](#) announces the launch of Privé, a new, premium product category debuting with 26 upholstery, case, and accent styles at the upcoming [High Point Market, October 17–21](#).

Positioned at the highest tier of the company's product offering, Privé caters to the discerning, design-conscious audience seeking extraordinary craftsmanship, rare materials, and heightened personalization.

"Privé is not a collection—it's a new category within our portfolio for customers to source exceptional furnishings," says Adriana Hoyos, lead designer and co-founder of the brand that bears her name. "Every item is developed with attention to meticulous detailing and opportunities for customization."

"The design philosophy behind Privé includes elevating the approach to materials, allowing us to explore rare finishes beyond our existing offering," adds Hoyos.

Standout features include distinctive natural stone surfaces with unique veining, couture-inspired upholstery treatments, intricate quilting, and liquid-metal finishes.

"This introduction reflects the natural evolution of a brand that has spent more than three decades refining its design language and manufacturing capabilities," says Eduardo Perez, co-founder and president. "Today, clients increasingly seek individuality, authenticity, and craftsmanship over mass luxury, and Privé directly answers that demand."

For its fall High Point Market debut, Privé will be presented in an immersive showroom setting. According to Perez, it will evolve as a permanent platform for the brand's most ambitious creations, introducing curated line extensions and limited-edition styles.

The [Adriana Hoyos showroom](#) is located in the Hamilton-Wrenn Design District at 117 North Hamilton Street. To schedule an appointment during High Point Market, contact Ben Radoll, VP of National Sales, at bradoll@adrianahoyos.com.

[PRESS IMAGES](#)

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ABOUT ADRIANA HOYOS FURNISHINGS

Adriana Hoyos is a luxury furniture brand known for its sophisticated, timeless designs and exceptional craftsmanship. With over 30 years of experience and fully vertically integrated operations, the company ensures quality and flexibility in every step of the production process, from sourcing to delivery. As a family-owned business, Adriana Hoyos continues to expand its global presence while maintaining its deep-rooted values of excellence and innovation. Among its many accolades, Adriana Hoyos received a 2025 LUXE Red Award from *LUXE Interiors + Design magazine* for its Perla upholstered chair in the brand's GEM collection. It has additionally been recognized by *Interior Design* magazine in 2017, 2019, 2022, 2023 and 2025 as a Best of Year (BOY) Award nominee and finalist. adrianahoyos.com