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FOR IMMEDIATE RELEASE

RW Collective Names Michael Yorke Senior Account Manager

ROCKFORD, AL— October 12, 2026 — RW Collective has named Michael Yorke Senior Account Manager, House & Intercompany Accounts. In this role, Yorke will strengthen relationships with retailers and dealer partners, helping them build differentiated assortments and identify product solutions across RW Collective's portfolio.

Yorke brings more than 16 years of retail experience to RW Collective, with a background in the operational, merchandising, and service needs that help retailers build strong, successful businesses.

Most recently, Yorke spent four years as Gallery Leader of Stock & Trade Design Co.'s 70,000-square-foot flagship showroom in Santa Rosa Beach, Florida, where RW Collective products are prominently featured throughout the assortment. There, he gained firsthand knowledge of the RW Collective portfolio while working directly with more than 100 vendors and navigating the opportunities and challenges retailers face every day.

Before Stock & Trade, Yorke spent 12 years operating and supporting projects across multiple RH locations throughout the Southeast. His experience spans client service, merchandising, and the day-to-day operational details that help retail businesses create memorable customer experiences.

"Michael brings the perspective of someone who has been on the retail side of the business for his entire career," said Rebekah Osborn, COO. "He understands the importance of great products, reliable service, and making the buying process easier for our partners. We are excited to have him help customers discover the breadth of the RW Collective portfolio."

In his new role, Yorke will serve as a resource for retailers and dealers across RW Collective's portfolio. He will help partners evaluate product opportunities, build assortments that fit their markets, navigate the company's custom, special-order, in-stock, and globally sourced programs with the tools and support needed to grow their businesses.

"Having worked directly with retailers and vendors throughout my career, I understand both the challenges our customers face and the importance of creating memorable experiences for their

clients,” Yorke said. “I am excited to help our partners make the most of the RW Collective portfolio and find the right solutions for their businesses.”

Yorke is based in Atlanta, Georgia, and can be reached at michael.yorke@rwcollective.com.

About RW Collective

RW Collective is a multi-brand furniture company offering wholesale partners a curated portfolio of furnishings, upholstery, and casegoods across distinctive lifestyle brands. Its portfolio includes RW Custom Classics, Atelier Home, Beyond Borders Imports, Jes & Gray Living, Southern Sky Home, and Threads Republic. With capabilities spanning custom upholstery, special order, in-stock programs, and globally sourced collections, RW Collective helps retailers create differentiated assortments for their customers. Learn more at rwcollective.com.

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