



A Letter from our Chair

Dear Friends and Colleagues,

I extend to you a warm and enthusiastic welcome to the Diversity Advocacy Alliance. At the heart of our community lies a powerful commitment: to advance, improve, and support diversity by cultivating a welcoming environment and expanding the representation of the BIPOC community within the home furnishings industry and its leadership.

In collaboration with the High Point Market Authority (HPMA), we are dedicated to amplifying underrepresented voices, fostering equitable practices and policies, and embodying authentic representation across our industry. These efforts are critical as we foster a community and marketplace that celebrates inclusion in all its forms.

In 2026, I feel that the work we are doing is more important than ever. Here's what you can look forward to as part of our DAA community:

1. A culture of belonging, where designers, professionals, and students from BIPOC and other underrepresented backgrounds are valued, heard, and integrated through various initiatives.
2. Opportunities for meaningful growth and development through our educational initiatives, mentoring sessions, and other programming.
3. Broader influence, as the Alliance uplifts changemakers through our awards program and explores ways to expand the conversation to every corner of our industry.

As Chair, I invite you to explore how you might engage—whether by attending our panels, nominating a deserving colleague for an award, subscribing to our newsletter, supporting through event sponsorships, or joining our committee to help chart the future. Together, we are reshaping a vibrant, equitable, and inclusive design and home furnishings industry.

Warmest regards,

Benjamin Johnston
Chair, Diversity Advocacy Alliance