

DESIGNERS' GUIDE to
**HIGH POINT
MARKET**

OCTOBER 14-18, 2017

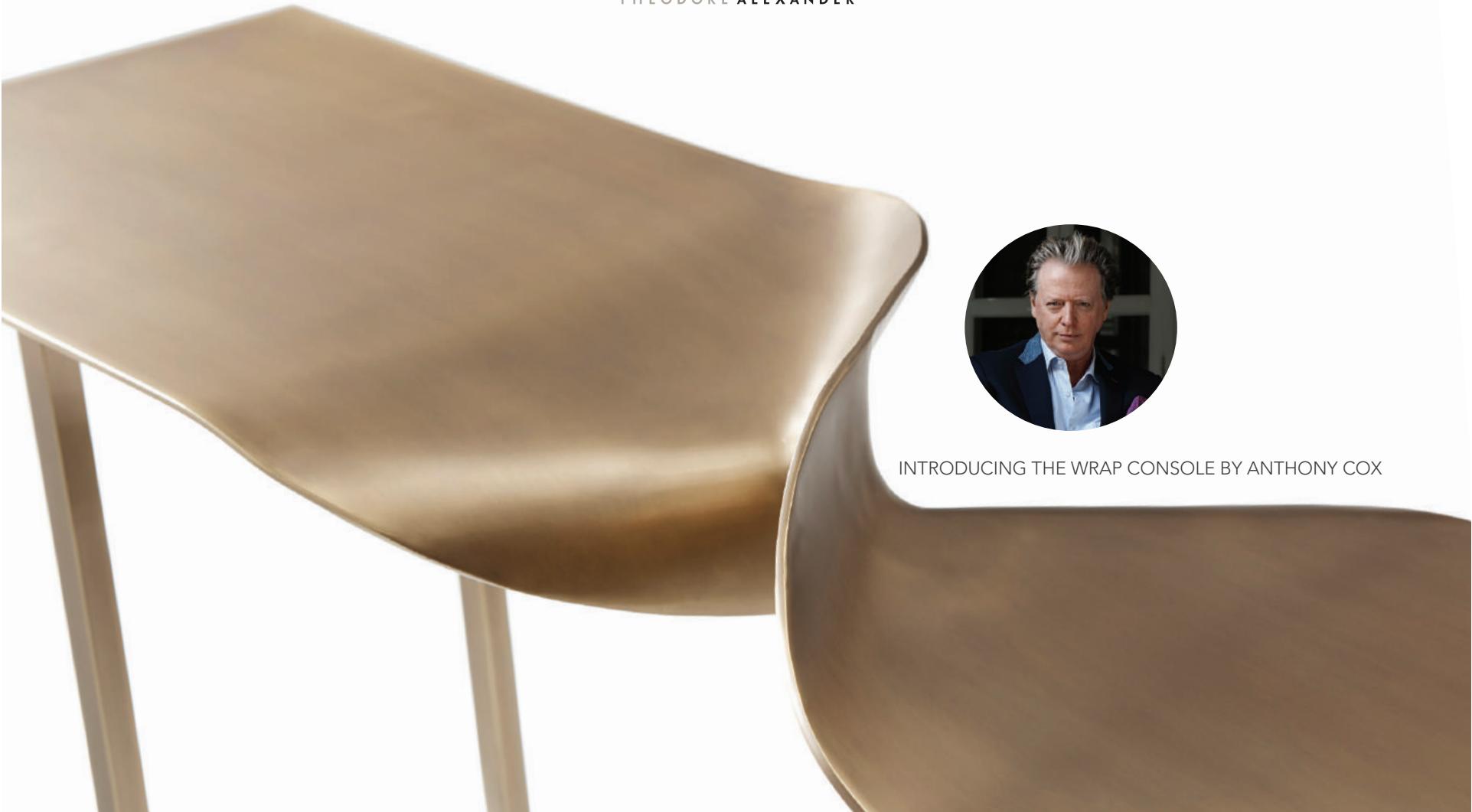
The Truth About **Licensed Collections**

Super Sweet Candyland-hued **Product Debuts**

Mary McDonald and **Michelle Nussbaumer** Take on a Classic

The Schedule: 40+ Designer Events

THE
EDITOR
AT
LARGE
EDITORATLARGE.COM



INTRODUCING THE WRAP CONSOLE BY ANTHONY COX

SPECIAL EVENTS

OCT 14

SAT
5-7PM



CELEBRATE DESIGN ICON JAMIE DRAKE

Join *Traditional Home* and TA for an intimate event with cocktails and canapés celebrating design icon Jamie Drake's latest collection and newly expanded showroom space.

OCT 15

SUN
10-11AM



THEODORE ALEXANDER INTRODUCES CASTLE BROMWICH ECHOES

Join TA with Antiques Diva, Toma Clark Haines for the Castle Bromwich Echoes House Launch. Lunch will be served following the tour.

OCT 16

MON
10-11AM



BEST OF TA CURATED TOUR WITH ANTHONY COX & STEVEN AVITABLE

Join TA on an interactive tour and hear the history behind some of our most popular and iconic pieces. Lunch will be served following the tour.

TOP 5 REASONS TO VISIT THEODORE ALEXANDER THIS OCTOBER MARKET

1 OPEN TO DESIGNERS!
NO APPOINTMENT NECESSARY.

2 MORE THAN 350 NEW PRODUCTS TO EXPLORE, WITH NEWLY LAUNCHED MODERN, CASUAL AND CLASSIC STYLES.

3 EASY TO GET TO, SIMPLY CALL ONE OF OUR TA VANS FOR A RIDE TO AND FROM THE SHOWROOM. 336.404.5632

4 RESTAURANT-STYLE DINING ROOM SERVING BREAKFAST, LUNCH AND DINNER DAILY.

5 MEET AND SPEAK WITH JAMIE DRAKE, MICHAEL BERMAN, ANTHONY COX AND THE KENO BROTHERS!

PLEASE JOIN US FOR THE OCTOBER INTERNATIONAL HIGH POINT FURNITURE FAIR
RSVP@THEODOREALEXANDER.COM

THEODORE ALEXANDER SHOWROOM 229 WEST RUSSELL AVE., HIGH POINT, NC | +1 (336) 885 5005

OPENING DAY

A long roster of new recruits and a packed playbook will have designers ready to play ball—and have a ball.

By Melissa Studach

TRIPLE PLAY

If a World Series of design stars existed, this fall's lineup of keynote speakers would be a shoo-in for the championship. Ashley and India Hicks, children of legendary designer David Hicks, take the stage for the first time together to tell their tales of coming of age within the industry. Also on the docket, Paula Wallace, founder and president of Savannah College of Art and Design, shares how community preservation can build a powerful foundation for design, as part of the Design Viewpoints Series. And for game point, TV personalities and sibling entrepreneurs Drew and Jonathan Scott of *The Property Brothers* talk prioritizing the small stuff, even as your brand grows.



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Jamie Beckwith

SHOWROOMS ON DECK

Several new exhibitors have reserved their spots at Salon, a juried selection within the Suites at Market Square. Among them are wire furniture maker Bend Goods, sculptural mastermind Kenneth Cobonpue and, efficiency-first, modern furniture maker Flitch. In the InterHall show space, new additions include Miami-based Adriana Hoyos Furnishings, handcrafted textile manufacturer Company C., contemporary furniture company Percy Gray, globally inspired Serge de Troyer Collection and the recently merged Robert Allen Duralee Group. Returning fan faves include Bunny Williams Home, Sunbrella, Rachel Ashwell, Imagine Home, Nathan Anthony Furniture, Badgley Mischka Home and Eichholtz.

Cloud Bench by Bend Goods



PRODUCTS HITTING HOME

AD100 architecture firm Marmol Radziner and McGuire have teamed up on the Canyon Collection, designed with solid oak and natural rawhide to "suit a canyon home and a relaxed California lifestyle." In conjunction with its newest product offerings, Bernhardt Interiors is partnering with Galerie to present Original Works, a display of 20-some original pieces sourced from Charlotte, North Carolina-based SOCO Gallery. "Our newest collections for Market are inspired by that artistic passion, so what better way to honor art and design than with a display of original art in our showroom?" asks Alex Bernhardt Jr., CEO of Bernhardt Furniture. Other designers are covering floor to ceilings, with Nashville's Jamie Beckwith, the wood-surfacing designer, debuting a new lighting collection with Currey and Company, and floor covering manufacturer Momeni partnering up with designer, blogger and author Erin Gates on a collection of area rugs. Jamie Drake nails the intersection of understated elegance with his debutting Blossom Dining Series, designed with tasteful brass inlays, for Theodore Alexander, while Thomas O'Brien has joined with Century to launch his first-ever outdoor furniture collection this Market.

Adriana Hoyos Furnishings



LEXINGTON
HOME BRANDS



BARCLAY BUTERA

Join us at High Point Market, October 13-18 for the debut of our newest brand collaboration with designer **Barclay Butera**, featuring two lifestyle collections, *Newport* and *Brentwood*.

Celebrate with us at a special presentation on Monday, October 16th from 3:30 until 7:00 pm. **Kelly Edwards** from *Editor At Large* will be on stage with Barclay at 4:00 for a lively conversation about his signature interpretation of New Traditional style.

Cocktails and canapés will be served
at a meet and greet with Barclay after the presentation.

1300 National Highway Thomasville, NC
336.474.5555 | lexington.com | marketing@lexington.com



A CLASSIC EXAMPLE

Mary McDonald and Michelle Nussbaumer review one of the most iconic interiors. By Melissa Studach

Classic style has no expiration date. Take Nancy Lancaster's Yellow Room. The essence of English country house style, the drawing room of Lancaster's Avery Row flat holds as much—if not more—design precedence today as it did in the 1950s, according to several of today's top talents. Designers Mary McDonald and Michelle Nussbaumer share how they've been inspired by the room and, if given the chance, how they might update it.

What design choices make this room work?

MARY MCDONALD: Great architectural bones. The barrel ceiling, height and millwork detailing represent elegant classicism. The bold and courageous yellow repeated in the classical curtain treatment hung at crown height further emphasizes the bold architectural heights of the interior. Although these are not the original interior furnishings [in the pictured image], the room is so famous for having balanced seating groups repeating the exterior window niche areas. It helps keep a consistent repetition of space, albeit less grand than the original. The choice to keep a pair of urns on brackets flanking the far-wall doorway successfully repeats the classic symmetry. The same can be said for the wall montage of mirror and flanking prints as you enter. [It's] a consistent use of a focal point bracketed by pairs.

MICHELLE NUSSBAUMER: Nancy's famous Butter Yellow—which translated “butta” in her genteel Virginian accent—with her famous marbleized baseboards is a classic. Nancy and John Fowler created this as a kind of stage set for clients to view their work. It is a quintessential English country house look. I love the festoon curtains, oversized chandelier and collected objects. It works because it feels authentic—which is, sadly, something that is missing in design today. Nothing trendy here.

What are a few ways you'd modernize this room?

MM: If this were Nancy's original whimsical and dramatic room furnishings and textiles, I would not do much [except] add some more contemporary lighting. But since this is a more practical traditional interior against the original yellow canvas, I think I might reupholster the furnishings in ivory with one striped yellow accent fabric for punctuation. This would give the furnishings a crisp freshness against the famous yellow backdrop.

I might also open the seating groups to ramble more throughout the room—instead of three distinct groups that are a beginning middle and end—create more meandering spaces open to the next space, with low slipper chairs and stools easily moved throughout the room. Then I would add some more contemporary tables and floor lamps, with a few pieces, such as acrylic or small metal drink tables. On the pair of walls with the chests, I would hang two very large, overscaled pieces of contemporary abstract art, ideally complementary, to add a current vibe to this elegant space.

MN: How do you update or modernize perfection? Obviously, one doesn't try. The only problem I see in this particular shot is that someone did try. Someone replaced the creamy yellow sofas to this large-scale yellow and white check. I'm not for it. The thing that is great about this classic English interior is that family members add their own personal mementos from generation to generation. Therefore, I wouldn't mind seeing a contemporary portrait of the next generation, if I had to change something.

I think we have all been inspired by this room and so many iconic rooms like it. I very much like the trick that John and Nancy used around the doorway opening. Very often, they would have pieces of mirror cut around these openings to create grandeur and drama, while opening up the space even more. I have used this trick often and first saw it done [here]. My own work is very layered and personal, as I lived so many years abroad in Europe. I find lots of inspiration from Nancy Lancaster.

the mine

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Be sure to stop by our booth, designed by Eddie Ross, at M-7045 Salon in Suites at Market Square





GOING IT ALONE

Designer Maggie Cruz makes the transition from shopper to exhibitor, bringing her own line of furniture to Market.

By Katy B. Olson



Paulo Chair

Miami-based interior designer Maggie Cruz had been flashing her Designer pass at Market for a decade before her trip to High Point in April 2017. But that Market was something special: it marked the debut of Maggie Cruz Home, and the designer's first visit to market on both sides of the aisle, as interior and product designer. (Jeffrey Bilhuber has called her out, and *Architectural Digest* covered her natural cane bench online).

Cruz, who has also earned the distinction of being one of top 10 New Trad designers by *Traditional Home*, will return this Market to debut new pieces that add to that significant first offering. She shares her learnings and challenges with designers seeking to do Market both ways.

Why did you want to create your own collection?

From early on in my career, it was a dream for me to create a collection. I first started designing pieces for my projects as a solution to not finding exactly what I was looking for. It soon became the norm for me to design pieces for just about every project. I became obsessed with furniture, furniture design, proportion, details, textures and finishes—all the things that go into making a piece unique and beautiful. I quickly found myself loving the process of furniture design, from concept to sketches and drawings, especially visiting factories and going over details with the craftsmen, making sure that everything turned out just the way I liked it. This experience gave me firsthand knowledge into furniture manufacturing.

“The difference between self-producing a line, as opposed to licensing, is I get to create exactly what I want.”



Calzada Armoire

How did 10 years of attending Market prepare you for your debut as an exhibitor?

I've seen [the] smallest of lines start up and take off. And I always thought, "I can do that!" Seeing other lines and their successes was my inspiration for launching at High Point. And from my well-received work in the design business, I was somewhat confident that my point of view would be welcomed.

How is doing it yourself different from, say, launching a licensed collection with a furniture brand?

The difference between self-producing a line as opposed to licensing is I get to create exactly what I want. I can focus on quality, hand-crafted goods and [include] the custom quality furniture details that I find important [in] the collection, such as flexible color options and finishes that will allow the buyer to fine-tune to their liking.

I feel that designers find these features valuable because they help them solve problems. I can explore playing with materials and color combinations, and really curate my own look and vibe. The challenge

is that it is a furniture collection as much as it is a brand that we are curating. So we need to handle all the ins and outs of production, marketing and sales.

What's your definition of a successful market as an exhibitor?

Our High Point launch exceeded all my wildest expectations. I always thought my aesthetic and point of view were cool, but to hear over and over again just how much people loved it was a magical confirmation that we were onto something. For us, a successful market was based on the amazing feedback from buyers and the numerous press highlights. We weren't expecting to hit it out of the park with sales, [but] on that end we've done well. It is a huge learning curve and we are still fine-tuning. But we expect this market to be even better.

What are some exhibitor-only challenges you encountered?

First, I would say branding. I think we needed to have more takeaways and more signage. One buyer pointed out that our tags did not have our company name—just our logo, which was a problem because buyers usually take a picture of the piece, then a picture of the tag to remember where that piece was from. So we quickly remedied the problem at the local Kinko's! But it was great that she gave us that tip. I should have known that that is exactly what I do at Market.

What are some of your favorite exhibitors?

Verellen [has] the most beautiful showroom and property! Made Goods, Bungalow, Oly Studio, Julian Chichester, Noir. There are so many!

Jeffrey Bilhuber
for Henredon

AFTER THE PARTY

Licensing a collection is many a designer's dream. But what happens after the product has launched and the confetti has settled? By Katy B. Olson

Have you ever seen your name in lights? How about emblazoned across the side of a furniture delivery truck? For many established interior designers, there's nothing quite like seeing their collections make it to the proverbial big time. But the work involved in bringing a licensed collection to Market, from those early sketches to the final manufacturing sign-offs, entertains its own behind-the-scenes burdens. And much of the work only begins once the word is officially out. Yet the designers who have done it say that, much like summiting a mountain, giving birth or even, say, designing a home for a trying client, the payoff justifies the pain.

SET UP FOR SUCCESS

Robyn Malin, partner and co-founder of Product Lounge, a home furnishings licensing agency based in Brooklyn, New York, has worked with many leading names (read: Jeffrey Bilhuber, Amanda Nisbet, Tony Duquette, Walker Zanger) on making licensing magic. Putting in the preparation prior to launch can set a designer up for post-party success. Malin's agency specializes in licensing and business management. They begin by ID'ing an interior designer client's goals: "Do they want to simply build their brand, create awareness and additional customer touchpoints? Are they highly revenue-driven? Do they want their distribution to be strictly to-the-trade or aspirational design at retail, or some combination of both?" Product Lounge then evaluates potential product categories—with a keen eye to the market's current demands and the goal of connecting the right designer with the right licensing partner.

One of Product Lounge's connections is between designer Amanda Nisbet and Niermann Weeks. "They were amazing to work with," Nisbet says of Product Lounge. "They didn't get in the way of my design process; they always deferred to me on that. They sort of kept a nice distance. They were paying attention, we had done what they needed to do, and when the launch came, they were there and cheering me on."

Jeffrey Bilhuber, whose Henredon collection debuted last Market, teamed up with Product Lounge when he grew tired of fielding "flattering" but often-fruitless inquiries from potential licensors on his own. Part of the process, he says, is evaluating would-be partners. He advises designers to ask: "How strong is this relationship? Will it play out? Are we going down the aisle, or is this just another friggin' honeymoon?"

LESSONS IN COMMITMENT

"Licensing relationships are a two-way street, and both sides need to continually manage each other's expectations," says Malin. "Designers need to never forget that their manufacturer or retail partners are investing a great deal of money into their programs for production and marketing. Manufacturer and retail partners need to respect their licensor's design knowledge and understand that they have client commitments as well."

Is that easier said than done? Not necessarily. Set the groundwork early on by writing a "strong and highly defined licensing contract," Malin recommends, that fully explains the design expectations. Make clear the number of designs you're providing; the format (CAD, shop drawings, etc.); a timeline for approval processes; and the number of SKUs that will be introduced each license year.



Robyn Malin

Get on the same page with your licensor about financial expectations too. Bilhuber cites his own set of important questions: "What are your targets? What numbers do we need to hit over a period of time? How do we hit those numbers?"

"Product design, licensing and manufacturing require precision decision-making," he continues. "They require a clear map and a blueprint and milestones, which are shared with all parties, that have to be met. It's not a one-way conversation."

We're obligating not only our agents but our manufacturers, who are in turn obligating me to contractual terms, which are very, very real terms, and they are not malleable. If you can't play by those rules, don't do it."

AFTER THE INK HAS DRIED

"Once the deal is signed is when the real work begins for interior designers," says Malin. "The days when licensing was the icing on the cake, and when manufacturers were happy to receive a drawing on the back of a napkin, are long over."

Post-launch is largely a numbers game, and tracking showroom traffic is a critical way to gauge the success of the collaboration. Sales "slowly creep up, but it takes a good year to get traction and get a true read," Bilhuber explains. In the case of his Henredon launch this past spring, he says, "Traffic jumped up significantly," which is "a really good sign," as was the fact that unique store visitor numbers were also up. That number in particular portends of "the future; that's the bridge to build." And what's the time frame? Traffic is tracked starting in the first quarter and, thereafter, sales reports begin. Partners look to these digits to chart success.

So you can forget about kicking your feet up after the cocktail party. What else can designers do post-launch? "Attend a lot of design center talks. Really do your best to promote the licensed line. We're ambassadors for the brand," shares Nisbet. "The other designers who come to these talks don't necessarily know the Niermann Weeks CEO—they are more familiar with the designer. One really has to get out there and do one's part by going to the talks, to the events, promoting your product and showing it to the editors."

GREAT EXPECTATIONS

"Expectation is the root of all heartache," goes the old trope, and licensing is no exception. Nisbet and Bilhuber agree that maintaining a reasonable outlook is key to the process. "You aren't going to retire on these licensed collaborations. However, it's a nice way to get one's ideas out there and to fill the niche that you want filled in the marketplace," says Nisbet.

Bilhuber offers, "My biggest word of advice is: Proceed with caution." The AD100 designer says: "This is business. And it's potentially very big business; it should be taken that way. Do not let your ego or vanity get in the way of sound business judgment. Everyone wants to see a truck go by with their name on it, filled with their furniture. But it's near impossible. It takes grit and determination, combined with creativity, to see positive results in this market."

Jagger Ottoman, Amanda Nisbet Collection for Niermann Weeks



Jeffrey Bilhuber
for Henredon



Margaret Headboard,
Amanda Nisbet Collection
for Niermann Weeks



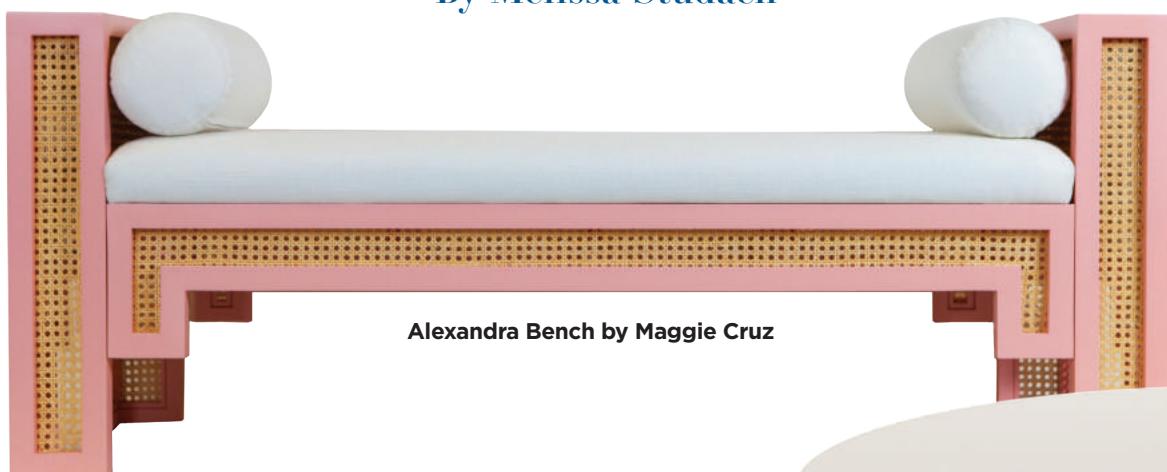
Palm Floor Lamp,
Amanda Nisbet
Collection for
Niermann Weeks



DESIGNER SKETCHBOOK

The challenge was simple: Design a dream room around select products debuting this Market. Des Moines, Iowa-based designer Amanda Reynal exceeded all expectations.

By Melissa Studach



Alexandra Bench by Maggie Cruz



Alice Chandelier by
Regina Andrew Design



Blue Moon
Table Lamp by Regina
Andrew Design

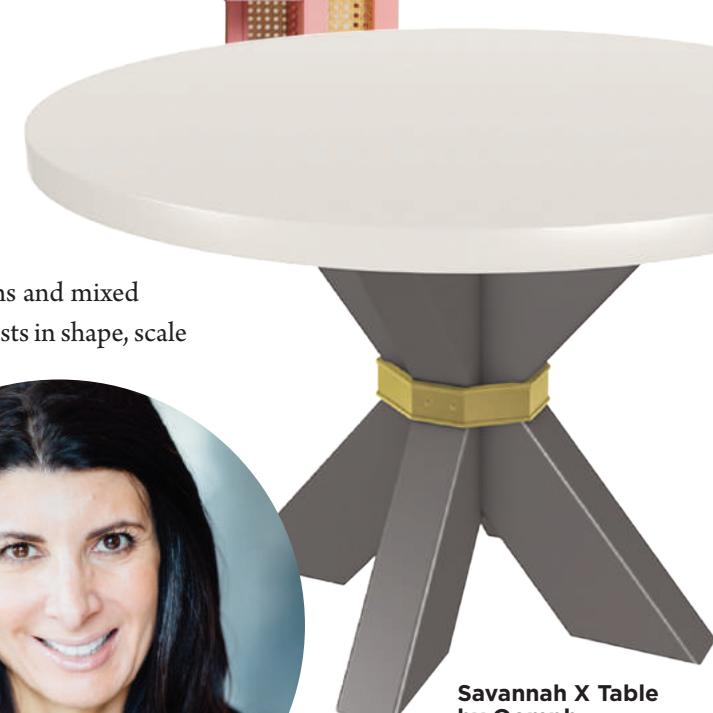


Peacock
Easy Chair by
Kenneth
Cobonpue

AMANDA REYNAL, FOUNDER OF AMANDA REYNAL INTERIORS

"When imagining this bedroom, I was inspired by the whimsical forms and mixed materials of High Point's fall introductions. The scheme is about contrasts in shape, scale and color. Crisp, deep blue wicker provides a masculine foil for the curvilinear lines of the chairs in front of the window."

A brass-buckle detail on the base of the Oomph table similarly contrasts with the lacquer finish and intense color. The inset caning of the bench evokes an informal vibe on a structured, tailored piece. I love the ladylike, petite flowers on the drum-shaped pendant light and the imperfect speckled indigo finish of the symmetrical gourd lamps. All of these pieces have big personalities, yet work together in a layered and unpredictable way."



Savannah X Table
by Oomph



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High Point Showroom: 101 South Hamilton | UniversalToTheTrade.com

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*Must have an approved Universal To The Trade account. Offer is valid per account, not per person. 20% discount is available on orders of \$2,000 or more. Orders must be placed through customer service or a Universal Sales Representative. Promotion Code TOTHETRADEBOH20FALL must accompany the order. Available toward all Universal products. Offer ends at midnight on December 31, 2017.



EYE CANDY

Candyland-inspired goods call to mind simpler, sweeter times. New introductions from the likes of Nathan Anthony Furniture, Badgley Mischka and Howard Elliott Collection keep saturations sweet and silhouettes striking.

By Taylor Barker

1. PINK PEBBLE BEACH PILLOW

by Jill Seale

Silk, linen and velvet come together to create a marbled dreamland. Inspired by the ancient technique of paper marbling found in Florence, Italy, Seale masters a contemporary interpretation. jillseale.com

2. CHIQUITA STOOL

SEATING by Kenneth Cobonpue

A bundle of small rattan poles in high-density foam create a unique bounce and give. Available in eight colors, the sky blue is particularly delectable. kennethcobonpue.com

3. OBSIDIAN STOOL by Muranti

Inspired by gemstone, yet there's nothing hard or sharp about it: Muranti's stool is upholstered in luscious velvet, and accented by polished brass and copper, creating layers of pillow-like texture. muranti.com

4. CHELLE SWIVEL CHAIR

by Nathan Anthony Furniture

Reminiscent of cotton candy in both color and shape, this chair swivels on its upholstered base, and is divided into curved channels that create an elongated V-shape down the back. nathananthony.com

5. CASABLANCA ACCENT TABLE by Badgley Mischka

Made of wood and hand-gilded in gold, each piece has its own subtle differences covering the double bullnose top and sleek legs. The design duo brings the glamour, both on and off the runway. badgleymisckahome.com

6. BEACH CLUB POUFS

by Madcap Cottage by Howard Elliott Collection

The cheerful tones embody American summer resorts and call to mind more relaxed times. They also zig and zag in classic Madcap fashion. howardelliott.com

INTRODUCING

Medea

LIFESTYLE 1905



Designed and manufactured in Italy, Medea Lifestyle 1905 will feature 80 pieces inspired by the furnishings of Milanese mansions of the 1930s. Medea Lifestyle 1905 was designed by famed Italian Designer Matteo Nunziati.

ITALY IN A GLASS AN EVENING OF ITALIAN WINE ICONS

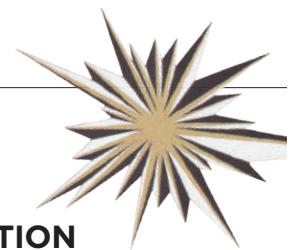
OCTOBER 16th MONDAY 7PM

Join us and celebrated wine hero, Michael Green, as we tour Italy in a Glass through a glorious selection of Italian wines from Tuscany, Piedmont and the Veneto regions.

RSVP is required. Please respond by 10/6 to rsvp@theodorealexander.com.



medealifestyle.com



THE SCHEDULE

ONGOING



THE LAUNCH OF LILLIAN AUGUST MODERN LIVING

**Friday, October 13 - Wednesday, October 18
8 a.m. - 5 p.m.**

Lillian August Modern Living provides a contemporary interpretation of the Lillian August aesthetic with a full complement of upholstery, dining room, bedroom and occasional furniture. It's all at new lower price points with a youthful and casual—albeit sophisticated—perspective. The new offering provides artwork from the Lillian August and Wendover licensed collection to present a total look.

Lillian August for Hickory White, 309 N. Hamilton St., Floor 3

AFTERNOON PICK-ME-UP OF GELATO AND COFFEE

Friday, October 13 - Tuesday, October 17 | 1:30 p.m. - 3:30 p.m.

Sweeten your afternoon with Gnam Gnam gelato and coffee to accompany your buying adventures.

Antique & Design Center, 316 W. Commerce Ave., Mezzanine Level

MEET MARK BADGLEY AND JAMES MISCHKA

Saturday, October 14 - Sunday October 15 | 11:30 a.m. - 1:30 p.m.

Meet iconic fashion designers Mark Badgley and James Mischka in their showroom, which will feature new collections of Badgley Mischka Home. Light refreshments will be served. RSVP: badgelymischkahome.com.

Badgley Mischka Home, IHFC, 210 E. Commerce Ave., IH102

FRIDAY, OCTOBER 13

CURREY AND COMPANY'S TALA LED LIGHT BULB PROGRAM DEBUT

2 p.m. - 4 p.m.

Join the brand as it introduces its Tala LED Light Bulb Program. Meet the U.K.-based Tala team and learn more about its beautifully designed sustainable lightbulbs. A membership drive for Sustainable Furnishings Council will also be held during the party.

Currey and Company, IHFC, M110 on Main Street, Street Level

JULIANNE TAYLOR STYLE FOR MITCHELL BLACK LAUNCH PARTY

3 p.m. - 5 p.m.

Julianne Taylor Style for Mitchell Black unveils its second full collection of wallpaper, featuring new and worldly designs in Taylor's signature bold colorways. View the collection and mix, mingle, snack and sip with the designer and her team.

Mitchell Black, IHFC, 210 E. Commerce Ave., G263

ANTIQUES DIVA HAPPY HOUR TOUR WITH TOMA CLARK HAINES

4 p.m. - 5 p.m.

An expert in global sourcing, The Antiques Diva, a.k.a. Toma Clark Haines, takes visitors on a whirlwind tour through major antique periods and styles, giving hints and tips on identifying key characteristics and distinguishing period pieces from modern forgeries.

Antique & Design Center, 316 W. Commerce Ave., Ground Level

WITHIT'S 20TH ANNIVERSARY CELEBRATION

6 p.m. - 9 p.m.

Follow the flapper fringe to WithIt's 1920s-themed party, honoring the organization's 20 years of developing leadership, education, networking and mentoring opportunities for women. Kick up your heels with cocktails, food, music, a silent auction and more! Purchase tickets at withit.org.

The Lofts at Union Square, 410 W. English Rd.

INTRODUCING MEDEA LIFESTYLE 1905: A NEW SHOWROOM AT THEODORE ALEXANDER

7:30 p.m.

Theodore Alexander welcomes luxury Italian furniture manufacturer Medea Lifestyle 1905 to the U.S. as its exclusive distributor. Join the brand for cocktails and a ribbon-cutting ceremony at its showroom to debut a dedicated area of the High Point space to Medea. RSVP to rsvp@theodorealexander.com or call 336-885-5005.

Theodore Alexander, 229 W. Russell Ave.

SATURDAY, OCTOBER 14

GET PUBLISHED: INSIGHTS FROM A HOME AND DESIGN EDITOR

10 a.m. - 11 a.m.

Getting your new project published is easier than you think—if you know the insider secrets, that is. Join *Pittsburgh Post-Gazette*'s home and design editor, Patricia Sheridan, for an informative seminar on how to get your design projects into pages nationwide.

Alden Parkes Seminar Room, 200 N. Hamilton St., 110



DESIGN VIEWPOINTS / KEYNOTES SERIES

TRANSFORMATIVE DESIGN: THE POWER OF DESIGN AND PRESERVATION TO RESHAPE COMMUNITIES

12 p.m. - 1 p.m.

Paula Wallace, president and founder of the Savannah College of Art and Design, is on hand to tell the story of SCAD's award-winning built environment, illuminating the school's rise as the world's preeminent art and design university through the unique preservation and design projects undertaken across its global campuses. From Savannah and Atlanta, to Lacoste, France, and Hong Kong, SCAD has reimagined higher education and career preparation, and redefined the communities in which its students live and learn. Presented by the High Point Market Authority and ASID. Complimentary boxed lunch will be provided. (0.1 CEU)

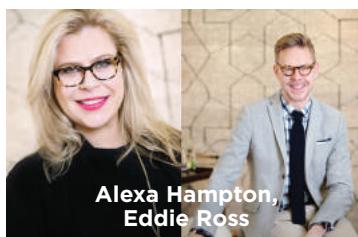
High Point Theatre, Transportation Terminal, 210 E. Commerce Ave.

THE BEST DECORATING TREND IS PROFITABILITY

1 p.m. - 2 p.m.

In this information-packed and lively talk, designer Billy Ceglia will talk about how to focus on return on investment and profit margins, as much as fabrics and furnishings, and he provides easy-to-follow tips for how designers can refocus their businesses for success. Q&A to follow.

Alden Parkes Seminar Room, 200 N. Hamilton St., 110



Q&A WITH ALEXA HAMPTON AND EDDIE ROSS

1 p.m. - 3 p.m.

Join Alexa Hampton and Eddie Ross, where the duo will answer your design questions

and share their favorite looks for fall. One lucky guest will win \$500 to home furnishings site, The Mine!

The Mine, Suites at Market Square, 200 W. Commerce Ave., M-7045

WHAT EVERY DESIGNER NEEDS TO KNOW: HOW TO UP YOUR MARKETING GAME

2 p.m. - 3 p.m.

Traditional Home editor Tori Mellott leads this Chairish-sponsored discussion on helping designers level up their marketing efforts. Blogger, author, designer and social media expert Justina Blakeney and author and stylist Anne Sage will discuss their approaches to press, photography and social media.

Antique & Design Center, 316 W. Commerce Ave., Chairish Lounge and Lecture Room, Mezzanine Level



KEYNOTE SERIES

BIG PICTURE, SMALL DETAILS: WHY WE SWEAT THE SMALL STUFF, FEATURING DREW AND JONATHAN SCOTT

3 p.m. - 4:30 p.m.

Entrepreneurs, TV personalities and *New York Times*-best-selling authors Drew and Jonathan Scott discuss the critical connection between building a global brand while never losing focus on the details. From the launch of their first business at age 7 to the creation of their five top-rated television shows, and the development of their massive Scott Living home goods program, hear directly from the brothers about how their passion for details has been a common thread among all of their personal and professional achievements. Book signing to follow. Doors open at 2:30 p.m. Presented by the High Point Market Authority and sponsored by Scott Living.

High Point Theatre, Transportation Terminal, 210 E. Commerce Ave.

VIVA LA VINTAGE: EVERYTHING YOU NEED TO KNOW ABOUT ON-TREND VINTAGE FINDS

4 p.m. - 5 p.m.

Vintage experts from Chairish will share analysis and insights on what's selling, where and why, with Noel Fahden, vice president of merchandising, and Marisa Marcantonio, director of trade relations, who will discuss the results from the brand's newest trend report and designer survey.

Antique & Design Center, 316 W. Commerce Ave., Chairish Lounge and Lecture Room, Mezzanine Level



JAMIE DRAKE, MASTER OF DESIGN

5 p.m. - 7 p.m.

Join Theodore Alexander for an intimate event with cocktails and canapés celebrating design icon Jamie Drake, his latest collection for the brand and his newly expanded showroom space. RSVP to rsvp@theodorealexander.com or call 336-885-5005.

Theodore Alexander, 229 W. Russell Ave.

A CELEBRATION OF ART AND DESIGN

5:30 p.m. - 7:30 p.m.

Stop by to enjoy a celebration of art and design, featuring the latest collections from Bernhardt Interiors and original artwork from SOCO Gallery. Sponsored by Bernhardt Furniture and Galerie magazine.

Bernhardt Furniture, IHFC, 210 E. Commerce Ave., Design Center, D601

MADCAPALOOZA

6 p.m.

Madcap Cottage celebrates the launch of its made-in-America upholstery collection with Chapter 3 Furniture. Also worth celebrating is a brand-new wallpaper collection from York Wallcoverings and an art program with York's RM division. Sip, mix, mingle and dance as you savor Madcap Cottage's whimsical creations.

Chapter 3 Furniture, Center Point on Hamilton, 401 S. Hamilton St., 110

SUNDAY, OCTOBER 15

WITHIT EDUCATION BREAKFAST

7:30 a.m. - 9 a.m.

Market attendees are invited to join WithIt for "A Conversation with Mark Badgley and James Mischka: Bringing Their Fashion Vision to Home Furnishings." Tickets are \$30 and include breakfast, the program and networking opportunities, and are available at withit.org. *IHFC, 210 E. Commerce Ave., Green Wing, International ballroom, Floor 11*

SUNDAY FUNDAY AT VERELLEN

9 a.m.

Join Verellen for a 20-minute meditation designed to take the edge off Market. Two sessions are available: one at 9 a.m. and one at 10 a.m. The showroom will also host a "Brunch and Learn" upholstery event, kicking off at 11 a.m., including a live upholstery demonstration, a one-hour CEU presentation on upholstery, a chair giveaway, brunch and drinks.

Verellen, 515 S. Hamilton St.

TRENDS TO BANK ON FOR 2019

10 a.m. - 11 a.m.

Michelle Lamb, editorial director for The Trend Curve, reveals the color and design trends that will mean business for the next two years. Become a trend spotter before a trend goes mainstream and stay on the forefront of what's next. Bring your questions! Lamb will answer them all.

Alden Parkes Seminar Room, 200 N. Hamilton St., 110



THEODORE ALEXANDER INTRODUCES CASTLE BROMWICH ECHOES

10 a.m. - 11 a.m.

Join Theodore Alexander for an interactive tour celebrating Castle Bromwich Echoes, the latest collection from the brand. Lunch will be served following the tour. RSVP to rsvp@theodorealexander.com or call 336-885-5005.

Theodore Alexander, 229 W. Russell Ave.

DESIGN VIEWPOINTS SERIES

CONDUCTING BUSINESS IN A GLOBAL ENVIRONMENT

10 a.m. - 11 a.m.

Designers must be knowledgeable on customs, practices and trends when conducting business globally. Join Adriana Hoyos, who runs a design firm and home furnishings brand, as she discusses global expansion, how to draw inspiration from worldwide influences and how to deliver an outcome for clients that includes elements from their own environments. Presented by the High Point Market Authority and ASID. (0.1 CEU) *High Point Theatre, Transportation Terminal, 210 E. Commerce Ave.*



SUNDAY SOCIAL WITH EJ VICTOR AND PERENNIALS

10:30 a.m. - 12:30 p.m.

Have your cake and eat it too! And if you happen to smudge blue icing on the sofa, no big whoop. Join Ann and David Sutherland for brunch and Champagne to celebrate the debut of Perennials Social, a new upholstered furniture brand designed for lives lived enthusiastically. To muddy paws, cheese-puff fingers and gravity-challenged party guests, we say, "Cheers!" The collection is upholstered in Perennials performance fabrics that are as satisfying to the hand as they are to the eye.

EJ Victor, 116 S. Lindsay St.

THIRD ANNUAL SHINE BY DESIGN BRUNCH**11 a.m. - 1 p.m.**

In honor of this year's Shine by Design participants, Noir hosts its third annual celebratory brunch. All High Point attendees are welcome to attend and enjoy Champagne, mimosas and a buffet. The three winners of the Shine by Design contest will be announced at the soiree. CFC, 114 S. Elm St.

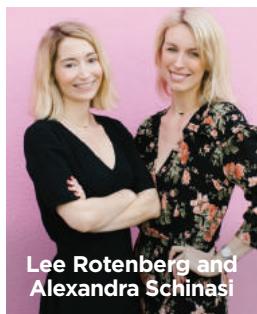
DESIGN VIEWPOINTS SERIES

HOSPITALITY INSIDERS SHARE ALL: WHAT IT TAKES TO BE A DESIGNER IN THE HOSPITALITY SECTOR**12 p.m. - 1 p.m.**

Learn what designers must know when making the leap from residential to hospitality. Gary Inman of Baskerville; Nina Magon of Contour Design; Patrick Sutton of the eponymous firm; and Todd Ellenberger of Hirsch Bedner Associates will share their experiences and lessons, and will explore the current state of the hospitality industry. Moderated by Nick May, founder of *The Chaise Lounge* podcast. Presented by the High Point Market Authority and ASID. Complimentary boxed lunch will be provided. (0.1 CEU) *High Point Theatre, Transportation Terminal, 210 E. Commerce Ave.*

THE BLACK INTERIOR DESIGNERS NETWORK'S SUNDAY SOIREE**1 p.m. - 3 p.m.**

Join Mitchell Black in celebrating the Black Interior Designers Network's second annual Sunday Soiree at High Point Market. Mix and mingle with members of the African American Top 20 Interior Designers list and explore Mitchell Black's new and exciting contemporary vinyl floor mat collection.

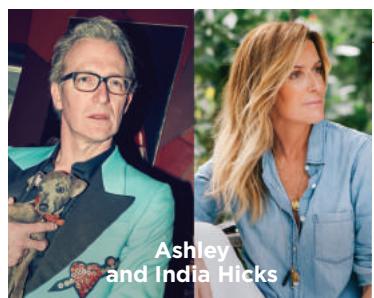
Couture Lamps, Mitchell Black and Taylor Burke Home, IHFC, 210 E. Commerce Ave., G263**PROFITABLE PARTNERSHIPS: MASTERING THE DESIGNER-MANUFACTURER RELATIONSHIP WITH IVYMARK****2 p.m.**

A conversation with IvyMark, the community and business management tool for interior designers founded by

Lee Rotenberg and Alexandra Schinasi, explores the ins and outs of running a design business as well as the intricacies of a designer-manufacturer relationship. Presented by Business of Home, Editor at Large, Soft Design Labs and Universal Furniture. RSVP at universaltothetrade.com/ivymark. *Universal Furniture, 101 S. Hamilton St., The Learning Center*

LOVE IT OR HATE IT WITH CHAIRISH**2 p.m. - 3 p.m.**

Domino magazine editor in chief Jessica Romm Perez and Chairish's Mugs Buckley will lead top designers—including Young Huh, Joshua Greene, Angie Hranowsky, Tharon Anderson, Sarah Bartholomew and Julia Buckingham—through a raucous round of "Love It or Hate It," a spirited and irreverent game that gives a spontaneous yay or nay on top design trends.

Antique & Design Center, 316 W. Commerce Ave., Chairish Lounge and Lecture Room, Mezzanine Level

KEYNOTE SERIES

ASHLEY AND INDIA HICKS: GROWING UP IN THE DESIGNED WORLD OF DAVID HICKS; REDESIGNING THE FAMILY LEGACY**2 p.m. - 3:30 p.m.**

Appearing on stage together for the first time, siblings Ashley and India Hicks will share memories of growing up with their design legend father, David Hicks, as well as how they were each inspired to create their own unique design paths. Book signing to follow. Doors open at 1:30 p.m. Presented by the High Point Market Authority.

High Point Theatre, Transportation Terminal, 210 E. Commerce Ave.**BOOK-SIGNING PARTY WITH MEG BRAFF****2 p.m. - 4 p.m.**

Bunny Williams Home invites guests to raise a toast to Meg Braff's new book, *The Decorated Home: Living with Style and Joy* (Rizzoli), and preview Bunny Williams Home's new collection of furniture and accessories.

*Bunny Williams Home, IHFC, 210 E. Commerce Ave., IH104***CAPEL RUGS 100TH ANNIVERSARY PARTY****3 p.m. - 6 p.m.**

Capel Rugs will be celebrating the finale of its 100th anniversary, as well as the introduction of Anthony Baratta as the brand's newest licensed designer. Baratta will be ushering Capel into its next year with his all-American style. Enjoy an assortment of snacks and desserts, as well as wine and Champagne.

*Capel Rugs, Market Square, 305 W. High Ave., Suite 112***MEET THE DESIGNERS PARTY****4 p.m. - 7 p.m.**

Come share a cocktail and hors d'oeuvres with acclaimed designers Claire Bell, Bradshaw Orrell and Jamie Merida. Enjoy fun, food, drinks and conversation.

*Chelsea House, 200 N. Hamilton St., Floor 1***KRAVET FURNITURE COCKTAIL PARTY****4 p.m.**

Stop by Kravet's legendary get-together and follow the fun all Market long using the hashtag #INSTAKRAVET.

Kravet, Market Square, 305 W. High Ave., Suite 217**SAVE ICONIC ARCHITECTURE EVENT****7:30 p.m. - 10 p.m.**

Join Save Iconic Architecture founders Ron Woodson and Jaime Rummerfield for an evening of dinner, drinks and karaoke—all with a purpose. SIA is making its way to the East Coast to raise funds for the foundation's movement to help save and preserve iconic architecture nationwide. Tickets are available for \$65. Sponsored by French Heritage and Coyote Outdoor Living.

*French Heritage, 1638 English Rd.***MONDAY, OCTOBER 16****DESTINATION DESIGN: A PERFECT PARADISE? NAVIGATING THE WATERS OF DESIGNING OFFSHORE****10 a.m. - 11 a.m.**

What could be better than working on a beach on the beautiful island of Eleuthera? Join interior designer Cynthia Ferguson as she reveals the trials and tribulations of tackling a job offshore—without your support network and in a country that operates very differently than what you are used to.

Alden Parkes Seminar Room, 200 N. Hamilton Street, 110

DESIGN VIEWPOINTS SERIES

GETTING YOUR STORIES PUBLISHED: STRATEGIES FOR A DIGITAL AGE**12 p.m. - 1 p.m.**

Hear from a panel of leading design journalists and PR and social media experts, including Christine Abbate from Novità PR and the Madcap Cottage gents, along with other notable influencers who will share strategies and insider tips on getting projects published across print and digital outlets. Presented by the High Point Market Authority and ASID. Complimentary boxed lunch will be provided. (0.1 CEU)

High Point Theatre, Transportation Terminal, 210 E. Commerce Ave.



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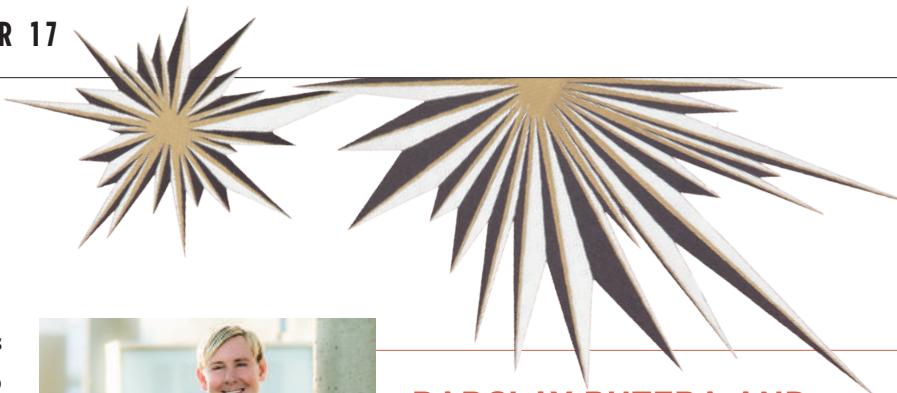

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PODCASTS AND INSTAGRAM STORIES: HOW TO SHARE YOUR DESIGN POINT OF VIEW WITH JAMES SWAN AND MUGS BUCKLEY

2 p.m. - 3 p.m.

Designer, author and podcaster James Swan joins Chairish's Mugs Buckley to discuss how designers can share their work via podcasting and Instagram stories. Learn how to get started, ways to create memorable content, how best to promote your content and the pitfalls to avoid.

Antique & Design Center, 316 W. Commerce Ave., Chairish Lounge and Lecture Room, Mezzanine Level

BOOK SIGNING WITH MADCAP COTTAGE

2 p.m. - 4 p.m.

Meet the zany guys from Madcap Cottage, John Loecke and Jason Oliver Nixon, as they sign their new book, *Prints Charming* (Abrams). Join them in a colorful conversation about fabrics and interior design. Books will be available for purchase.

Currey and Company, IHFC, M110 on Main Street, Street Level



BARCLAY BUTERA AND KELLY EDWARDS ON NEW TRADITIONAL DESIGN

3:30 p.m. - 7 p.m.

Indulge in cocktails, heavy appetizers and a compelling conversation between Barclay

Butera and Editor at Large contributor Kelly Edwards on the direction of New Traditional design and the inspiration behind Butera's two new collections for Lexington: Newport and Brentwood. Transportation is provided to and from Lexington's Design Studio downtown, departing from the corner of Commerce and Wrenn, directly across from IHFC.

Lexington Home Brands, 1300 National Highway



CURREY AND COMPANY CELEBRATES THE PHYLLIS MORRIS COLLECTION

3 p.m. - 5 p.m.

Celebrate the legacy of Hollywood designer Phyllis Morris with the new Phyllis Morris Collection. Meet Morris's daughter Jamie Adler and learn more about the fascinating life she lived with her extraordinary mother. Currey and Company has reinterpreted a number of her original lighting designs, including the Ms. Poodle table lamp, which propelled her into the limelight and helped her become an icon of 1950s decor.

Currey and Company, IHFC, M110 on Main Street, Street Level

COLOR FOCUS:

The High Point Market publications, with **Pratt & Lambert Paints** and exhibitors from InterHall and SALON, have come together to share stunning examples of this year's top trending colors.



1
Gold Leaf Design Group
IHFC IH407 InterHall

2
Prima Design Source
SAMS G-7054 Salon

3
modshop
SAMS G-7014 Salon

4
Company C
IHFC IH306 InterHall

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