

INTRODUCING

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HPMKT
High Point Market



5 Reasons High Point Market is a Must-Attend Event:

Hi everybody, this is Arianne Bellizaire. I'm a Baton Rouge based interior designer. I was a 2015 Style Spotter for High Point Market, and this year I'm back as an All Star. I want to share with you today five reasons that High Point Market happens to be on my must-attend events list every year.

Now, as someone who's come to High Point Market at least once a year for the past ten years, I consider myself to be sort of a veteran or pro at navigating Market. I mean, I've got it down to a science, so I feel like I have a pretty good sense of the lay of the land. I also feel like I have insight into what makes Market so special, what makes it worth the investment. Now, as someone who comes from a small market that doesn't have a large design center, High Point Market is absolutely the place that I go to be able to connect with my vendors, to meet other designers, to learn things that help me as a professional development aspect of my job. Because it takes a considerable amount of money and time for me to invest to come to Market, it has to be worth it. I'm going to share with you five reasons I can always justify that investment.

Reason #1: The People

Number one is the people. High Point Market has become the place that not only do I get to reconnect with friends in the industry, but it's actually the place that I met them in the first place. I have fostered some of the strongest, most lasting friendships and relationships because of the people I encounter at Market. Those people become invaluable assets throughout the year outside of Market, when I need to connect or not feel like I'm isolated or alone in some of the things that make this industry lovely, but also very challenging.

Reason #2: The Inspiration

Number two is inspiration. I have often said that High Point Market is the Fashion Week for home interiors. It is where the manufacturers really roll out the red carpet and they pull out all the stops. What they're doing is they're showing you their products in a way that allows you as the person who is specifying those products, but also selling those products to your clients and projects. It gives you what you need to be able to romance those products when you want to really get your clients to trust you to bring them into your project. That inspiration is not just good for social media photography and giving you great content, but it's also the inspiration that you're going to need to fuel you for the rest of the year as you are beginning to lay out your concepts for your projects and really think about the colors, textures, forms that you want to bring into a space.

Reason #3: The People Behind The Products

Number three is along the lines of the inspiration and romance in the product. It's really your ability to get to know the people behind the product. What makes product so special is not just how they constructed or even the story behind the collection, but it's the people at the heart of the product that really help you feel confident that it's the right thing to present to your client for a project. High Point allows me the unique opportunity to be in a showroom and talk to not just the director of marketing at that manufacturer or that CEO, but also the

product development team or the artisan and who's helped have a hand in bringing their product to life. That is a treat that we often forget Market gives us an entry point into.

Reason #4: A Peek Into Operations

Number four, that deeper connection with the manufacturers really being able to have a connection to the operations side of the manufacturing companies that we work with. As the designer, often we are also the business owner who is tasked with describing and putting value into something that people seem to think is very easy and very ambiguous. So, that layer of not just romancing the product, but also being able to speak confidently and articulate the professional operations side of that product to give people confidence in investing their money in that often high ticket product. That information is something that is gleaned for me at High Point Market, especially because I come from a small market where we don't have large showrooms of that particular manufacturer in my city or even in some cases in driving distance.

Reason #5: Sharing My Insights

Number five, the opportunity to share the magic of Market. As someone who has gone to Market for ten years, I've had the honor and privilege of being a Style Spotter in 2015 and now here again in 2024, almost ten years later. I get to share the magic of Market with new Market attendees or newish Market attendees, or people who've been coming for years, but they just want to know some of the tricks for how to navigate it and get the most value out of it. Being a partner with Market to bring content and programming to them and add my voice to the experience and share my love of Market with other people is something that makes it a must-attend for me because I believe that it's my duty to give back. I'm looking forward to seeing you at Market.