

THEODORE ALEXANDER

FOR IMMEDIATE RELEASE

Theodore Alexander to launch new ‘Breeze Collection’ for Fall 2021 Market

High Point, NC (October 1, 2021)- Over 30 new pieces from Theodore Alexander’s newest ‘Breeze Collection by Theodore Alexander’ are set to debut at High Point’s Fall 2021 Furniture Market. An exciting interpretation of organic modern, this collection displays vibrant white textures with light and subdued finishes. The pieces in this new collection are elegant, with faceted angles, beveled profiles, sunburst veneers and unique Dark Sterling hardware. Each piece is made with a cerused, wire-brushed pine in their new Sea Salt finish. This naturally beautiful collection is described by Theodore Alexander’s President, Ed Teplitz as, “an effortlessly sophisticated collection providing a tranquil place for one to relax and enjoy the comfort of their own home. We are looking forward to seeing how well this newest collection is received this fall.”

In addition to the release of our ‘Breeze Collection by Theodore Alexander’, Theodore Alexander is thrilled to welcome a guest appearance from world famous designer Alexa Hampton as she hosts a book signing and lively cocktail party for her longtime friend and fellow Elle Décor A-List & AD100 Designer, Markham Roberts.

“Alexa’s energy radiates throughout our showroom every market. We are delighted and honored to have her represent Theodore Alexander and host the debut and book signing for Markham Roberts,” said Garth Robinson Vice President of Sales. This not-to-miss event will take place Saturday evening from 5-7:30 p.m at Theodore Alexander’s High Point Showroom located at 229 W. Russell Avenue. They are asking guests to please RSVP to attend. A link can be found on Theodore Alexander’s Instagram profile.

Back by popular demand, Theodore Alexander’s Designer VIP tours hosted by Eric Haydel with Alexa Hampton & friends will be offered twice this market on both Saturday, Oct 16th and Monday Oct 18th beginning at 3:30pm. Sydney Wells, Director of Marketing for Theodore Alexander said, “The VIP showroom tours offered last June market exceeded our expectations. We are thrilled to have Eric Haydel and Alexa Hampton back with us this fall market to introduce our new collections and take designers behind the scenes of Theodore Alexander!” Both of these guided events will take place at Theodore Alexander’s High Point Showroom located at 229 W. Russell Avenue. Please RSVP to attend.

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About Theodore Alexander:

Theodore Alexander is the finest luxury furniture brand in the world. Renowned for unmatched craftsmanship, exquisite finishes and extraordinary design, Theodore Alexander covers a diversity of periods and styles, encompassing thousands of unique case goods, upholstered furnishings, lighting accents, and home accessories. Theodore Alexander is available throughout the world at fine furniture galleries and design centers. For more information, please visit www.theodorealexander.com.

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