

THEODORE ALEXANDER

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PRESS RELEASE FOR IMMEDIATE RELEASE

Theodore Alexander Debuts Its Largest Fall Product Launch in Recent History, Unveiling Six Collections and Three Collection Expansions

New designs include a capsule collection by Alexa Hampton, two collections by Stephen Church, and three in-house collections capturing traditional, transitional, and modern styles.

October 13, 2023; High Point, NC– Theodore Alexander, celebrated for its distinguished, heirloom quality furniture and craftsmanship, introduces its largest array of designs in present brand history this fall, continuing its focus on expanding its design footprint, and focus on appealing to a broader customer base.

The Fall 2023 collections include a capsule collection from beloved interior designer Alexa Hampton, two collections from gifted furniture maker Stephen Church, and three in-house collections designed by Theodore Alexander’s renowned product development team.

“Theodore Alexander is a distinguished leader in the furniture industry known for its luxurious materials and finishes and expertly handcrafted furniture,” says Ed Teplitz, President, Theodore Alexander. “This year we challenged ourselves by expanding the product offering in a tiered way that reaches new attainable price points while maintaining the heirloom quality of all Theodore Alexander pieces. Our goal is to have a collection of furniture that appeals to every household and designer while upholding the top-of-the-line aspirational collections that Theodore Alexander is best known for. We’re opening our doors to new customers, while graciously welcoming back our loyal following that have supported the Theodore Alexander brand for decades.”

The Fall 2023 Collections include:

Sloane Collection – A 20-piece traditional collection designed by English master cabinetmaker Stephen Church, the Sloan Collection embraces burl wood in neutral brown finishes and highlights fine details including figured veneers and inlays.

Dorchester Collection – Also designed by Stephen Church, a 20-plus-year collaborator of the brand, the Dorchester Collection highlights a subtle taste of art deco details while still achieving an offering free of trends with an appeal to transitional spaces.

Alexa Hampton – An ode to rich classics with timeless style, the Alexa Hampton Fall 2023 Capsule Collection debuts a campaign-style dresser and bed in a dark finish punctuated with luxe brass hardware details. New additions also include a bench, dining chairs, and cases reimagined in her popular Cambridge finish that embody Alexa’s beloved traditional style and sense of formality.

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Origins Collection— Marked by birds eye and figured sycamore, this robust 35-piece Origins collection brings to life conceptual sketches from the personal library of Theodore Alexander founder Paul Maitland Smith. The collection's name, reflective of the early days of Theodore Alexander, tells the story of warm wood finishes that transcend generational homes.

Surrey Collection – An offspring of Theodore Alexander's successful Nova collection, the Surrey Collection showcases traditional pieces in two finishes while achieving a strong value price point. The 30-piece collection provides a functional solution to versatile, traditional, unfussy spaces within a home.

Balboa Collection – A relaxed twist on last year's successful Lido collection, the Balboa collection strips down formalities and offers a casual, wire-brushed oak composition in a light finish. Its inspiration pulls from the coast of Southern California.

In addition to the six new collections, Theodore Alexander is adding to three existing collections: Rome, Panos, and TA Originals. TA Originals, a collection that expands with new pieces annually, is celebrated for its contemporary designs full of character, rich pops of color, fun textures, and interesting surfaces. The Rome Collection addition introduces a new distressed, antique aluminum finish to its line of tables. The Panos additions highlight Theodore Alexander's exquisite hand-painting capabilities in three new tables showcasing a stunning, fine, linear ombre design.

All new fall product introductions will be available for viewing to the trade at High Point Market from October 13 through October 18. Theodore Alexander is booking both press and client appointments now. Its flagship showroom is located at 229 W. Russell Ave., High Point, NC. For more information, please visit www.TheodoreAlexander.com.

About Theodore Alexander:

Theodore Alexander is redefining luxury. Renowned for unmatched craftsmanship, exquisite finishes, and extraordinary design, Theodore Alexander covers a diversity of periods and styles, encompassing unique case goods, handmade upholstered furnishings, unique lighting, 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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