



THEODORE ALEXANDER

Press Contact: Kayla Wall
kayla@wallvonenck.com
919-753-7359

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Theodore Alexander Debuts Five Casegoods Collections and Adds New Upholstery, Lighting, Rugs and Accessories at Fall High Point Market

The introductions provide a whole-home offering that captures traditional and contemporary styles, varying price points, and consistent, exceptional quality for which the brand is best known.

October 24, 2024; High Point, NC—Theodore Alexander, celebrated for its distinguished, heirloom-quality furniture and craftsmanship, introduces five casegoods collections this fall, introduces a line of rugs, and adds to its expanding upholstery, lighting, and accessories lines within its flagship High Point showroom.

Of the new introductions, Theodore Alexander adds to its iconic Althorp collection, a longstanding partnership with Lord Spencer that represents the historical interiors of the Spencer family's 500-year-old English estate, Althorp. The remaining four collections lean into a contemporary aesthetic with clean, sophisticated lines and a refined modern feel. Details include subtle walnut inlays, original custom hardware, and leather finishes.

The Fall 2024 Collections include:

Loa —The Loa collection features items made of oak with a beautiful element of surprise: subtle walnut inlays of organic-shaped monstera leaves. The full collection of bedroom, living, and dining designs is offered in a dark Reef finish, and a light Conch finish with abstract leaf pulls original to Theodore Alexander. The Loa collection adds a subtle tropical element to an otherwise casually understated and relaxing environment.

Urbane — Embracing a contemporary, casual aesthetic, the Urbane collection is a fashion-forward collection made of wire-brushed pine. The legs are designed to create an eye-catching floating appearance, while its long, slender hardware is inspired by the texture of lizard skin. The Urbane collection debuts in two refined finishes: Campfire and Sundew. From bedrooms to dining rooms, each piece delivers a minimalist charm and artisanal warmth.

Torino — The Torino collection embraces a sleek modern style made of walnut with integrated wood hardware that seamlessly flows into the piece. The Maduro finished walnut is also offered with a blended leather surface in Rivoli brown or Savoy gray. This collection promises to create a space that blends functionality with refined style for those who appreciate sophisticated living.

Althorp Living History — Althorp Living History collection expands upon its classic style with an exquisite use of figured walnut, drawing upon the historic designs found within the Althorp estate in England. Offered in a rich Heirloom finish with classic brass hardware, every Althorp piece showcases the beauty of heritage craftsmanship and embodies a legacy of classic forms reimagined for today's living.

Spencer St. James— A striking capsule collection, Spencer St. James is made of oak and adorned with crocodile-embossed leather, creating textural, statement-making experiences within the home. Available in a light Argento finish or a dark Onyx finish, the Spencer St. James collection blends contemporary flair with exquisite creativity.



THEODORE ALEXANDER

and luxury details. These focal points elevate modern living spaces, whether hosting guests around sleek occasional tables or pouring spirits from its low-profile bar that has a colorful element of surprise inside.

Complementing the casegoods introductions, Theodore Alexander introduces over 20 new upholstery designs, leaning into its commitment to style and unparalleled comfort. The Fall 2024 upholstery introductions are characterized by leather stitch details, exposed solid wood, and sophisticated curves, communicating a refined look that prioritizes comfort.

“Our seating story is important to our brand as it allows us to reach customers who value both form and function in their living space,” says Robin Hoff, Senior Vice President of Upholstery Merchandising at Theodore Alexander. “This direction gives Theodore Alexander an opportunity to blend contemporary styling alongside our classic offerings while ensuring that comfort is never compromised. Our end game is to provide a cohesive and stylish product with an amazing seating experience.”

Theodore Alexander continues its product category expansion with the debut of Floored, the brand's own line of rugs. The introduction will start with 52 styles in multiple colorways, offering quick ship sizes and made-to-order custom sizing. Composed of wool and wool blends, the Floored collection will feature hand construction techniques including flat weave, Axminster, hand-tufted, hand-loomed, hand-knotted, in both traditional and contemporary styles. The Floored collection debut reinforces Theodore Alexander's dedication to becoming a whole home supplier.

Visitors of High Point Market will experience additions to Theodore Alexander's lighting and accessories gallery and art gallery, three product categories that continue to expand following their spring 2024 debut.

“Theodore Alexander is in a period of steady, healthy growth in multiple directions,” says Ed Teplitz, President of Theodore Alexander. “The brand is growing in product categories, style, and price points while ensuring our unmatched quality remains the top focus. Customers can expect to see our familiar, classically traditional, and aspirational collections while also being introduced to new, contemporary, and versatile collections at a value-focused price point that is uncompromised in quality. We're excited to be able to speak to both customers while also recognizing that the buyers of each are not mutually exclusive.”

All new fall product introductions will be available for viewing to the trade at High Point Market from October 25 through October 30. In-stock dates for the fall collections are expected in May 2025. Theodore Alexander is booking press and client appointments now for Fall 2024 High Point Market. Its flagship showroom is located at 229 W. Russell Ave., High Point, NC. For more information, please visit www.TheodoreAlexander.com.

About Theodore Alexander:

Founded in 1996, Theodore Alexander has become synonymous with high-quality home furnishing products that adorn interiors throughout the world. With a commitment to detail and the use of fine materials, every product is exhaustively designed and crafted in its factory-owned facilities to bring impeccable pieces to discerning customers. Evolving with its customers, Theodore Alexander now embarks on a new era that looks to expand the brand's footprint further into upholstery, lighting, rugs, and original artwork while maintaining a focus on its renowned casegood production. With a wide network of to-the-trade showrooms and luxury home furnishings retailers at the core of its identity, Theodore Alexander prides itself on its fine craftsmanship, accessibility, versatility, and its whole home offering. For more information, please visit www.theodorealexander.com.