

## **Press Release: Villa & House Expands and Elevates High Point Market Showrooms with New Introductions and Exclusive Events**

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**High Point, NC** – Villa & House is thrilled to announce exciting updates for this Fall's High Point Market, taking place from October 25-30, 2024. We invite buyers, designers, creatives and media outlets to explore our newly expanded showrooms, experience fresh product introductions, and enjoy an exclusive lineup of events designed to celebrate the season, design, and connection.

This season, we are proud to unveil an additional 1,500 square feet of showroom space in IH 408, expanding upon our established presence in IH 609 and IH 610. Each of our showrooms has been thoughtfully redesigned to showcase a curated mix of our bestsellers and over 50 of our latest introductions. These new collections reflect our commitment to high design, exceptional craftsmanship, and functional beauty, including sought-after line extensions and innovative new products. Additionally, we have expanded our selection of protective glass tops, perfect for enhancing both new and existing pieces from our collection.

In addition to our stunning product offerings, we are excited to launch a new tradition of celebratory events in our showrooms from Saturday, October 26, through Monday, October 28. Join us for:

- **Sip & See with our Seasonal Signature Cocktail**, Saturday 10/26 from 3 PM-5 PM. Featuring our autumnal refreshment, the Cider Smash.
- **Book Signing with Betsy Wentz**, Sunday 10/27 from 3 PM-5 PM. A book signing and boho cocktails with designer Betsy Wentz, known for her vibrant, elevated colorful style.
- **Locals We Love: Biscuits & Bubbly**, Monday 10/28 from 9AM-11AM. Featuring classic Southern biscuits from High Point's beloved local hotspot, the Biscuit Factory.

"Villa & House is inspired by history and made for today, with a passion for bringing a modern perspective to classic luxury," said Luca Rensi, President and COO. "This Fall, we invite you to experience our latest introductions, explore our newly expanded space, and connect with us over some fun, engaging events."

We look forward to welcoming old friends, making new connections, and celebrating the artistry and craftsmanship of Villa & House at this Fall's High Point Market. Be sure to visit us in IH 609, IH 610, and our new space in IH 408 for a delightful experience.

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