



EXPERIENCE THE WORLD OF EICHHOLTZ AT HIGH POINT MARKET

Visit the European luxury brand's flagship showroom this season to explore the newest collections, latest releases, exciting announcements, and can't miss events.

HIGH POINT, MARCH 2025 | This season during High Point Market, Eichholtz will celebrate their ever-expanding US retail footprint, launch a new collection of luxurious products, and make some exciting announcements.

On the eve of what is sure to be a star-studded Grand Opening of **Eichholtz Los Angeles**, the brand officially welcomes designer and showroom Owner **Ryan Saghian** to the Eichholtz family of partners. The brand also touts the partnership with retail giant Cabot House, bringing the luxury European collection to six locations across New England and Florida. With a growing pipeline in major metros nationwide, the **US expansion** efforts are taking root coast to coast.

“As we expand globally, Eichholtz Branded Stores are setting the stage for a new era in luxury. With recent openings in New York, Long Island, and Bangkok, and upcoming launches in Los Angeles, India, Korea, and the Philippines, our vision is reaching new heights.” - Edwin van der Gun, Eichholtz Chief Creative Officer



The brand also announces the introduction of **Eichholtz Atelier**, their first-ever customizable selection of best-selling products now available in an extended fabric offering. The introduction comes with a wide range of new performance textiles, crafted in the USA. It marks a milestone in their 30+ year history, bringing **customizable, performance, American-made** products to US trade customers.

“With the US Market as our top priority, we listened to our customers' demands for customizable, performance products. We worked with a trusted North Carolina-based partner to create this inaugural offering, a testament to our commitment to business in this important region,” says Dennis Hendriks, VP of Operations US

Also to be officially announced during High Point Market, the brand has partnered with two prominent US interior designers to create the first-ever **Designer Collaboration Collections**. **The partners, to be revealed during High Point Market**, will bring their signature styles and award-winning talents to two distinct collections, launching in early 2026. This upcoming

season marks the start of “A Year in the Making” journey, following the behind-the-scenes collaborative process between Eichholtz and these two design titans.

“Following our incredible ongoing partnership with The Met, we now look to our esteemed clientele to inspire the future of our brand’s collaboration capabilities. Seeing Eichholtz through [our designer partners’] eyes will bring an unexpected dimension to our offering in an authentic way,” says van der Gun.

As always, Market at Eichholtz will be punctuated by their **signature soirées**. Buyers are invited to visit throughout the 5-day event to experience their Dutch hospitality and European sophistication. On Saturday evening April 26, starting at 4 PM guests are invited to **celebrate the launch of Eichholtz Atelier**. On Sunday Morning April 27 at 11 AM, join Global Trend Ambassador **Patti Carpenter**, designer to the stars **Ryan Saghian**, and Eichholtz Chief Creative Officer **Edwin van der Gun** in a conversation moderated by **Jaye Anna Mize**, VP of Partnerships at trend forecasting agency, **FashionSnoops**. This illustrious group will discuss the **macro/micro emerging trends** and the psychology behind them, as well as what high profile tastemakers and celebrities are currently coveting. Then on Sunday evening starting at 4 PM, Eichholtz will celebrate its Dutch roots with **King’s Day festivities** in their continued support of **Home vs. Hunger**.



EDWIN VAN DER GUN

*Eichholtz -
Chief Creative Officer*



RYAN SAGHIAN

*Designer and
Eichholtz LA Owner*



PATTI CARPENTER

*Global
Trend Ambassador*



JAYE ANNA MIZE

*VP of Advisory & Partnerships
at Fashion Snoops*

Making its international debut at Maison & Objet in January 2025, the **new collection** will launch stateside at High Point Market this April with several **never-before-seen introductions**. Composed of over 280 products across their whole home offering, the themes of **Timeless Revolution**, **Natural Maximalism**, **Reflective Heritage**, and **Bohemian Coastal** reflect the brand’s versatility and breadth. Each pillar is an exploration of materiality, masterful layering, and an homage to craftsmanship. With this launch, the brand seeks to **redefine the standards of elegance** with an uncompromising commitment to quality, style, and innovation.



Timeless Revolution – Reinventing classic, time-honored designs with a modern, innovative twist

Natural Maximalism – Embracing the lush and abundant qualities of maximalist design, but with a strong connection to nature

Reflective Heritage – Merging the elegance of traditional, heritage-inspired design with the modern allure of reflective surfaces and materials

Bohemian Coastal – Blending the free-spirited, eclectic charm of bohemian design with the relaxed, serene vibes of coastal living

With so much to celebrate and discover, Eichholtz is now taking **Press appointments** for what is sure to be another not-to-be-missed High Point Market.

ABOUT EICHHOLTZ

Eichholtz offers a complete luxury lifestyle, representing elegance, imagination, and integrity, while creating thoughtfully designed environments that enrich our lives. It transforms spaces into unforgettable experiences with unique, timeless collections.

The entrepreneurial spirit of Dutch founder Theo Eichholtz, inspired by his extensive travels around the world, led to the creation of a company that offers a complete luxury lifestyle alongside dedicated service excellence. With headquarters in both the Netherlands and the US, Eichholtz inspires retailers, designers, and the hospitality industry worldwide. We achieve this by creating luxury-curated environments that showcase unique and timeless collections.

EICHHOLTZ.COM/USA

INSTAGRAM: @WORLDOFEICHHOLTZ

PRESS CONTACT: press@eichholtzusa.com