

**For Immediate Release**

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**Subject: Phillips Collection shares an optimistic approach to 2022, adding several new roles.**

High Point, North Carolina-based luxury brand, Phillips Collection, shares exciting growth opportunities during their company's first quarter, announcing new hires, including a new Director of Marketing, plus several other personnel to support their corporate office team.

Phillips Collection, CEO + President, Mark Phillips, commented: "How great is it that in the middle of this most challenging time we were able to find a gem. Please welcome our newest hire, industry luminary Serena Martin, who is tasked with sending our already robust marketing into orbit. Fasten your seat belts and watch us soar."

Celebrating nearly four decades as an award-winning, contemporary wholesale manufacturer, their design ethos encompasses a modern + organic approach, with equally compelling stories to match. Traveling the world to source beautiful pieces unique to the trade industry, Phillips Collection shares that their collections are "born from a love of discovery and design". Their tagline appropriately reads, "Every piece a conversation".

As founding members of the [Sustainable Furnishings Council](#) (SFC), Phillips Collection is as equally passionate about sustainability as they are about great design. Inspiring the trade industry with their **"Green Mission"**, they take steps everyday to make the "responsible" choices when it comes to the Earth, natural resources and the environment. Continually improving on sustainable manufacturing techniques both domestically and abroad, which includes partnering with organizations and businesses with greener principles and production techniques in mind.

Headquartered in High Point, NC, the furniture capital of the world, their corporate office and distribution center boasts 400,000 sq ft, and is where they manage all of their brands operations. From overseas logistics, receiving, customizing, shipping, marketing and product development - Phillips Collection handles everything in-house. Partnering with internationally recognized sales rep organizations, their agents can be found throughout the US, Mexico, Canada, Russia, Western Europe, India and beyond.

Creating a new Director of Marketing role, Serena Martin will report to both Jason Phillips, VP of Sales, and Jessica Phillips, VP of Marketing, with responsibilities that include email marketing, content, branding, website, print and digital advertising, partnerships, trade events, engagement and collaborating with the design community.

VP of Sales, Jason Phillips shared, *"We are exceedingly confident in Serena's extensive marketing expertise, which matches the passion and love we both have for design and trade communities. We look forward to having her in High Point working alongside our marketing teams, to collaborate on creative marketing initiatives as she works to elevate our brand's exposure."*

Phillips Collection first contracted with Martin for the summer - fall of 2020, where they were able to learn about her talents and abilities to connect, partner and develop unique brand experiences. Known by her peers as a passionate professional with an extensive network, boundless energy and considerable expertise. Martin's work experience over the last decade includes managing the marketing departments for national home décor and furnishings brands, ([Houzz](#), [Zuo Modern](#), [Sagebrook Home](#), and [Robin Baron Design](#), to name a few), until fall of 2019 when she launched her own marketing consulting business, [24/7 Creative Agency](#). As the result of her successful navigation and 15+ years of experience working within the design and trade industries.

Martin shares *"I have always been a huge admirer of Phillips Collection, and their exquisite luxury designs and I am thrilled to be accepting this full-time position. It's been an absolute pleasure, getting to know the Phillips family and to work alongside their exceptional teams. It feels like a perfect fit and I can't wait to see what we will create together. As I embark on this new role, and move to North Carolina, I look forward to elevating their brand's marketing for many years to come."*

#### About Phillips Collection:

Phillips Collection has been defining global style for nearly forty years with their own brand of award-winning, luxury-designed organic contemporary furnishings. An open-to-the-trade-only company, their brand works within the home and design industry and its clients are retailers, interior designers, and hospitality firms from around the globe. Family-owned and operated, their exquisite one-of-a-kind designs, can also be found from within expansive showroom installations in High Point, Las Vegas, Dallas, Irvine, and Laguna. Known throughout the industry for their exquisite iconic designs and their custom capabilities, Phillips Collection has also been featured in movies, television and as well as in your favorite hotels, restaurants, bars, and nightclubs. With a special focus on sustainability and creating a wide range of eco-friendly products where not a single tree is cut down, coined [Origins by Phillips Collection](#), Phillips Collection goes a step toward creating luxury. To truly experience their unique, larger-than-life pieces - designed by artists and artisans from around the world, visit them at [www.phillipscollection.com](http://www.phillipscollection.com).

#### Phillips Collection US based Trade Showrooms & Galleries:

- High Point, NC Headquarters & Distribution Center
- High Point, NC: IHFC, Commerce Wing, Space C202
- Las Vegas, NV: World Market Center, Bldg A, 2nd FL Space A-202
- Dallas, TX: Dallas Market, Interior Home & Design Center, Space 1D106
- Irvine, CA: Gallery within Bassman-Blaine at their new HQ.
- Laguna, CA: Gallery within Bassman-Blaine at the Laguna Design Center
- To visit a Trade Showroom: <https://www.phillipscollection.com/showrooms>
- To find a Dealer near: <https://www.phillipscollection.com/dealers>