



SARREID LTD.

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Sarreid Unveils Fresh, Captivating Designs This Fall

Wilson, NC - October 11, 2022 - Sarreid arrives at High Point Market this Fall with a portfolio of more than 100 new designs, many of which are already available on their website. Sarreid is continuing its effort to become a whole home resource for buyers and to create captivating line extensions with fresh new products. "We want to be perpetually fresh, perpetually new, perpetually exciting," says Brad Cates, president and chief executive officer of the Wilson, North Carolina-based furniture source. Buyers visiting the showroom will "see a little bit more transitional to even a slightly contemporary bent in some pieces," he says. "But we're not turning our back at all on our heritage of heirloom-quality antique reproductions on a grand scale."

Building upon the success of categories like dining tables and leather, Sarreid will set the stage with unique and refined design elements. For example, the Round Jupe Dining Tables have been in Sarreid's lineup for years, known for being easily expandable. In this market, Sarreid will introduce 3 new expandable rectangular dining tables with self-storing leaves. In the leather category, in addition to new sofas and chairs, Sarreid will unveil the Dowry Equestrian Leather Headboard.

Overall, Sarreid is also focused on offering more exclusive products, "so all the way down to the hardware, the finishes, and fine details, we're offering something unique," Cates says.

Product Highlights Include:



53780 The Cambiare Dining Table This Italian-made table expands and contracts without the need for leaf storage. ("Cambiare" is Italian for "change.") Before expansion, the table seats six but when fully extended to about 99 inches by 55 inches, it seats 12 comfortably. 79"w x 39"d closed 98.5"w x 55"d open x 30"h



53655 Geo Coffee Table, Large Great room design often revolves around a keen sense of geometry and proportion. The Geo square cocktail delivers on this need with endless possibilities. Perfect as a single or in pairs for a grand environment, Geo attracts attention on all sides and is fully able to star in a room or act as a supporting cast.

36"w x 36"d x 16"h

Made from Mango Wood and Iron Plinth



53718 Dowry Equestrian Headboard Available in both Queen and King sizes, this headboard is covered in Genuine Antique Buffalo Brown Leather on all sides and meticulously trimmed in brass nail heads. The height and curvature of this design will anchor any bedroom.

67"w x 12"d x 64"h

View [Fall 2022 New Product Portfolio](#) to see all of Sarreid's new designs.

Visit Sarreid's High Point, NC Showroom located on the 3rd floor of the Commerce & Design Building- [201 W Commerce Ave, High Point, NC 27260](#).

About Sarreid Ltd.

Since 1967, Wilson, North Carolina based Sarreid Ltd has long made it their business to traverse the globe, seeking out master craftspeople to source the extraordinary and one-of-a-kind. Indeed, for more than half a century, tastemakers, designers, builders and architects have turned to Sarreid for the exceptional—starting with the statement-making decorative accessories and objects d' art upon which the company was built—to the ever-growing collection of luxurious furnishings for projects of every scale. Learn more www.sarreid.com

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