

Crypton to Offer Firsts in Products, Programming and Illustrious Design Stars at High Point Market

High Point, NC, March 2023 – Designers and furniture industry professionals heading to High Point Spring Market can look forward to several ‘firsts’ from Crypton, the category leader whose performance indoor fabrics are featured in more than 80 furniture and textile showrooms throughout the market. “Whether it is the venue, our collaborative partners, the experiences or the speaker lineups, Crypton is devoted to bringing innovation, excitement and inspiration to High Point every season,” says Crypton Marketing VP Elise Gabrielson, who is now in her ninth year of planning the brand’s famously popular collaborations, experiential pop-ups, parties and more. Here a glimpse at what’s in store from the performance fabric titan:



Caleb Anderson
Co-principal of Drake/Anderson
Co-founder of Well-Designed



Breegan Jane
Interior Designer, TV Host, Lifestyle Expert,
Entrepreneur, Philanthropist



Marc Thee
Co-founder and Design Principal of
Marc Michaels

For Spring, their headliner event is an all-star designer panel at High Point’s newest destination, the exciting Hall of Fame Building. In this state-of-the-art setting, the program, in collaboration with trend forecasting authority **FS (formerly Fashion Snoops)** will explore one of the hottest emerging design topics: **Symbiotic Design**.

Design Forecast: Crypton x FS, featuring: Caleb Anderson, Grainne Coogan, Breegan Jane, Jaye Anna Mize and Marc Thee

High Point’s newest architectural landmark, the Hall of Fame Building, is the inspiring setting for a truly illuminating morning. Guests will gather in the dazzling Celebration Hall for a look at the next wave in design. Trend expert **Jaye Anna Mize**, VP Home + Lifestyle of FS and leading designers **Caleb Anderson**, **Breegan Jane** and **Marc Thee** will offer an illuminating discussion of upcoming interiors trends. Inspired by FS’s Hall of Fame Building inaugural gallery exhibition *Symbiotic*, the program, presented and moderated by Mrs. Mize, will explore the origin, evolving materiality and direction of symbiotic design and its crucial importance to the future of every design practice.

- Breegan Jane, interior designer, popular television host, accomplished writer and lifestyle expert is based in Los Angeles, where many earth-friendly design trends are incubated.
- Caleb Anderson, co-principal of renowned design firm Drake/Anderson and co-founder of the popular new design/wellness organization Well-Designed, appears on a High Point panel for the first time.

- Marc Thee, Co-founder and Design Principal of the award-winning, global, multi-disciplinary firm Marc Michaels, whose various trade show appearances are perennially sold out, will also be making his premiere as a High Point panelist.
- Crypton Vice President of Design **Grainne Coogan** rounds out the panel, lending her deep expertise in textile design and color theory to the topics at hand.

Following the presentation, light brunch bites will be served in the Gallery, where attendees can speak with Jaye Anna Mize and the panelists and view the exhibit. Both Crypton and FS are Hall of Fame Building sponsors and for this event are also partnered with High Point Market and Interwoven Textile Fair by ITA.

Event Details:

Monday, April 24

Discussion 10:30 - 11:30 am

Mini-brunch reception 11:30 am – 12 pm in the Gallery

Hall of Fame Building, Celebration Hall, 311 South Hamilton, High Point NC

Open to all High Point Market visitors. Register at: [THIS LINK](#)



Jaye Anna Mize
Vice President, Home & Lifestyle
FS (formerly Fashion Snoops)



Grainne Coogan
Vice President, Design
Crypton & Crypton Mills

Capsule pop-up: Crypton x Floyd Home

In their first furniture showing ever at High Point, innovative Detroit furniture makers Floyd Home will create a capsule pop-up in Crypton's own showroom. This mini showroom takeover features their latest collaborative furniture pieces with Crypton upholstery and highlights their robust to-the-trade program for designers. Designers and press will get an opportunity to see how Floyd's timeless designs work in sync with Crypton's long lasting and thoughtful performance fabrics. The pop-up experience will also showcase other Floyd pieces including rugs, lighting and occasional furniture. It will be open from 10am until 3pm Sunday and Monday of Market.

On Sunday at 3, market attendees will gather to meet Floyd co-founders **Kyle Hoff and Alex O'Dell** at Crypton's happy hour, a unique opportunity to learn how these two entrepreneurs took a philosophy that furniture should be well-designed, adaptable, accessible, and enduring and turned it into a global brand with mindful, exciting products in more than 50,000 homes.



Floyd's new Sink-down sectional with Crypton Home performance fabric upholstery.

Said Gabrielson, "Theirs is a remarkable design and business story. We're so pleased to be able to highlight their work at High Point Market and to collaborate with them on their newest offerings." The highlight of the new Crypton x Floyd collaboration is the comfortable yet clean-lined Sink Down Sectional featuring Crypton's recycled cotton fabric, woven at Crypton Mills in North Carolina. The two Detroit-based design brands last collaborated in 2022, producing a top-selling Floyd sectional featuring Crypton's luxurious bouclé. The two brands share a commitment to the thinking reflected in Floyd's tagline: "Original design. Made for keeping."

Event Details:

Sunday April 23 and Monday, April 24, 10am – 3pm | Happy Hour Sunday, April 23, 3 pm – 4:30pm

Crypton Showroom, Market Square Tower, Ste. 404

Open to all High Point Market visitors. RSVP at [THIS LINK](#)

Other Crypton events at Market include **The Red Party at the Wesley Hall Showroom** on Monday, April 24 4:30 – 6:30 pm, celebrating the beauty and power of red. Since antiquity, across various global cultural traditions and folklore, a red door has symbolized: protection, safety, sanctuary, welcome, good luck, harmony and a promise of hospitality. Step through the red doors at Wesley Hall and see their latest collections that can make any home a welcoming haven. **RSVP [HERE](#)**. For details and registration links for all Crypton market events visit: crypton.com.

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Press contact, market appointments, interviews with featured designers and experts:

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