

# VILLA & HOUSE

**Luxury home furnishing and design brand Bungalow 5 announces new name,  
Villa & House**

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Villa & House to debut new name and fall 2022 collection at High Point Market

**SADDLE BROOK, NJ – September 12, 2022** – Originally named Bungalow 5, the high-end home furnishing and design brand Villa & House debuts a new name this season, while maintaining its commitment to meeting the highest standards of craftsmanship in the industry. Founded in 2001, Villa & House upholds its passion for bringing a modern perspective to classic, luxury pieces. From their in-house designer's first sketch to the meticulous finishing touches on each product, many of the Villa & House creations take years to perfect. Elegantly crafted by handpicked artisans from around the globe, the brand expertly combines traditional and modern techniques. The collections are unmatched in their use of diverse materials; from grasscloth, supersaturated lacquers and leathers to cerused oaks, hand-cast metals and gilded accents. Inspired by iconic silhouettes, the designs are reimagined and reworked with a fresh, modern sensibility. Villa & House is romantic design, retold.

"Villa & House represents the next step in the evolution of our brand," explains General Manager John Roudabush. "Gradually, we've gravitated to a unique look which has become our identity – we've matured and found our voice. Be it the quality, the proportion or the elevated sense of presence, there's always that element that makes all our pieces recognizably ours. And to celebrate this evolution, we're adopting our new name."

Villa & House will debut the fall collection along with their new name at the 2022 High Point Market, which will run October 21-26. "We are officially unveiling our new name at High Point. At the same time, we're also debuting a lot of exciting new collections that have been holding their breath, waiting in the wings – some for a couple of years," says Roudabush.

The new collections and pieces available to view at High Point demonstrate a return to opulence and glamour



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while showcasing classic silhouettes. “The Elina collection of lacquered grass in navy blue, natural, and crisp white is glamorously romantic. Featuring chow feet and a modified pagoda top, it’s extremely stylish and evocative of the Asian-inspired pieces of the deco era. Set any one of the pieces amidst a richly colored room and the results are absolutely cinema graphic. Add one of our hammered brass side or coffee tables or elegant gilded accessories and you have a richly layered effect of color, material and texture,” Roudabush explains. The Adrian, Bennett and Paola collections pay homage to the American, French and Scandinavian designers of the late 1950s and early 1960s. “However, we’ve replaced their utilitarianism with elegance, and their use of industrial materials with unexpected and somewhat luxurious materials,” he continues. “The result is a collection of pieces that are very contemporary and effortlessly stylish.”

Trade professionals and designers are invited to join Villa & House to celebrate their brand evolution and new collection on October 22<sup>nd</sup> at Interhall location IH610 & IH609. “It will be a lot of fun to celebrate these events at the High Point show with friends both old and new,” exclaims Roudabush.

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