



## EICHHOLTZ PRESENTS A NEW COLLECTION THAT TAKES US ON A STYLISH VOYAGE AROUND THE WORLD

*For the new collection Eichholtz explores a series of inspirational looks influenced by memorable destinations*

**HIGH POINT, APRIL 2024 | For this season, the new Eichholtz collection is partly presented as a set of transformative looks that draw on the aesthetic sensibilities, lifestyle possibilities and vibes of specific stylish locations around the world.**

**Firstly, the Parisian look is defined by softness, elegance, a pared-back color palette and an air of sophistication. The Black Tie look is a sleek and glamorous style that recalls the vibrancy of a metropolitan city and a classic version of uptown entertaining. Finally, Palm Beach is inspired by the warm, playful and light atmosphere where the blues of the ocean and sky meet tropical colors and bold patterns.**

The Parisian style takes its cues from the effortless chic of French fashion and uses that sensibility for interiors which means a restrained, often monochromatic color palette, the subtlest accents of brass or bronze – all of it feeling balanced and serene. This is seen in pieces such as streamlined seating, clean silhouettes in dining pieces and a less-is-more approach with accessories.

The Black Tie style is designed around the notion of sophisticated hosting. This is the most refined version of nightlife offering up a series of Eichholtz products that are beautifully proportioned, harmonious and encourage conviviality. Focus includes layering the warm glow of lighting with the splendor of bar carts for on-the-spot cocktail making, adding depth to a room with gold-framed mirrors, expansive seating, and beautifully scaped dining tables.

Palm Beach is about personifying the tropical, breezy elegance and glamour of outdoor entertaining. This look digs into a laid-back summery sensibility created from a palette of sun-bleached shades belonging to nature, such as the softness of turquoise, the blue of the sea and sky, the pale golden shade of sand.

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Materiality is tactile, textured, and ultra-relaxed such as rattan, bamboo, lacquered and natural wood and woven outdoor upholstery in outdoor seating. Alfresco dining furniture and the placement of accessories are ideal opportunities to add charm and a little playfulness.

The new Eichholtz collection offers a multitude of design highlights and in particular there are 13 new fabrics in a series of elegant neutral tones, softened earthy shades with a focus on beautiful textural details in weaving and mélange surfaces. In addition, natural jute is crafted into cushions and stools for a more relaxed, handmade feel to accessories.

Seating is as sumptuous as always and with the introduction of several new fabrics in modular and more organic forms such as the Sofa Cosenza and the Sofa Malaga. All work beautifully with the new series of organically formed travertine occasional tables and Titan table lamps with angular stone bases. There's also a nod to basket weaving in the form of the brass and timber Coffee Table Sorrento that has a mid-century feel.

Additionally, this year will see new Eichholtz branded stores opening throughout this year, starting with Paris, Dusseldorf, Istanbul, Los Angeles, Stockholm, and Johannesburg. The two Eichholtz Galleries in Amsterdam and Miami are also opportunities to be immersed in the unique Eichholtz experience.

Following on from the hugely successful launch of the The Met x Eichholtz collection in collaboration with The Metropolitan Museum of Art in New York, the full collection is now available at numerous stores worldwide as well as online.

Eichholtz remains committed to the high standards and great ambitions set for its ESG (Environmental, Social and Corporate Governance) policy and in 2024 it remains a top priority. The company shall keep striving for improvements, always reexamining the way in which it operates.

**CREATIVE OFFICER EDWIN VAN DER GUN SAYS:** "Our new collection for 2024 is driven by contrast and texture, shapes, and tones, by color, spaces, as well as location and a sense of place. We've explored the way we live and how what we wear can transform the way we feel, making us more confident, energized, or calm. That is very much reflected in this collection with new material combinations and a focus on incredible forms, both full of softness and curves and our more architectural pieces. This collection feels like a return to our roots as a design-led business."

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**ABOUT EICHHOLTZ:** Founded in 1992 by Theo Eichholtz, the leading furniture, lighting, accessories and outdoor furniture brand Eichholtz is known for offering a complete luxury lifestyle to its discerning global audience. With a portfolio that spans more than 3500 designs, launching up to 600 new products as part of two full collections each year, the company offers a subtly modern take on timeless, classic design that feels both unique and aspirational. Guided by a passion for design, craftsmanship and service excellence, Eichholtz works with retail partners across the world to showcase its breadth of products in a rich palette of materials and finishes to perfectly suit both commercial and residential settings.

**EICHHOLTZ.COM**

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