

## NEWS RELEASE

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### HiEnd Accents Unveils Luxurious Top-of-Bed Collections at High Point Spring Market 2024

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**HiEnd Accents** is delighted to participate in the High Point Spring Market 2024, showcasing its commitment to modern elegance in home décor. Attendees are invited to explore the latest collections designed by HiEnd Accents for the year, which combine on-trend design and quality craftsmanship with a keen eye for retail success. The highlights of HiEnd Accents' presence at High Point Market include:

- **The Menswear Collection:** This new collection bridges the gap between contemporary design and classic patterns. With a focus on windowpane prints, herringbone, houndstooth, and refreshed tweeds, the Menswear Collection introduces a sophisticated reinterpretation of traditional styles. This selection is characterized by its use of rich materials and textures, designed to enhance any living space with a touch of modern elegance.
- **Introducing Saturday Linens, a New Hospitality Line:** HiEnd Accents is proud to unveil its latest brand, Saturday Linens, at this year's market. Tailored for medium-sized hospitality customers, Saturday Linens offers comfortable, durable, hospitality-grade textiles at wholesale prices. Serving vacation rental homeowners, boutique hotels, and home stagers, this new line is designed to meet the specific needs of the hospitality industry. Hospitality customers are invited to visit the showroom to explore the all-new

range of sleek sheets, durable duvet covers, plush pillows, cozy inserts, and more, offered by Saturday Linens. These products are crafted to elevate the guest experience while keeping the bottom line in mind.

- **Expansion of Indigo Hill:** HiEnd Accents is broadening its Indigo Hill line to include more accessible price points. The latest additions include a variety of prints and solid color options, featuring a new 100% cotton quilt program. With the introduction of new products in the Indigo Hill line, HiEnd Accents reinforces its commitment to being a comprehensive source for high-quality home textiles, catering to various budgets and lifestyles. This expansion ensures that every customer can find the perfect blend of style and value.
- **Oceania Collection Expansion:** HiEnd Accents continues to expand its selection of coastal-inspired designs with new quilts and duvet covers. The Oceania Collection is crafted for those drawn to the allure of coastal living, offering designs that capture the calm and beauty of the seaside. Each piece is designed to bring a sense of oceanic tranquility into the home, combining soft textures and serene patterns.

Melissa Walz, VP of Sales at HiEnd Accents, comments on the new introductions: "We are eagerly anticipating this year's High Point Market and the opportunity it presents to showcase our two latest lines, Saturday Linens and Indigo Hill. These new lines reflect our commitment to quality and our continuous effort to meet the needs of our expanding customer base. Saturday Linens, with its focus on the hospitality industry, and Indigo Hill, which broadens our reach with accessible luxury, are both designed to captivate and meet the diverse needs of our clientele."

Cynthia Zheng, CEO of HiEnd Accents, adds: "At High Point Market, our focus is on showcasing the extensive range and versatility of our top-of-bed products, particularly to our furniture store partners. We understand the importance of offering products that not only complement but enhance the retail space, providing a seamless shopping experience for the end consumer. Our diverse selection of top-of-bed products allows us to recommend the perfect products to fit any furniture store's lineup, supporting them in capturing additional sales opportunities and increasing average ticket sizes. At HiEnd Accents, we are committed to supporting our partners' success, offering training and guidance on integrating our top-of-bed collections into their



offerings. This is a strategic opportunity for growth, and we're here to make it as fruitful as possible for our partners."

Furthermore, HiEnd Accents is pleased to announce its participation in the **Vacation Rental Design Summit** from April 10-12, 2024. This event focuses on the vacation rental design business. Scottie Collins, HiEnd Accents' Creative Manager, will present a session titled "Pillow Talk: Mastering the Art of Hospitality Bedding Design."

HiEnd Accents warmly invites market attendees to its showroom located at Showplace #2500, conveniently positioned right off the escalators on the 2nd floor of the Showplace building. Customers are encouraged to book an appointment in advance by emailing [sales@hiendaccents.com](mailto:sales@hiendaccents.com) for a more tailored experience. This approach ensures personalized attention and a curated showcase of the latest collections, allowing HiEnd Accents to better understand and meet the specific needs of each visitor. Join HiEnd Accents at High Point Market to explore the unique beauty and innovation they bring to home décor.

#### **About HiEnd Accents:**

HiEnd Accents designs and creates everyday luxury bedding and linens, sheeting, decorative pillows and other home textiles. Founded in 2005 and based in Dallas, Texas, our mission is to elevate our customers' lives via beautifully designed home textiles that deliver quality and value. We pride ourselves in our unique designs across a wide variety of styles. Combined with our everyday luxury price point, low order minimums, in-stock inventory and prompt shipping, we've become the bedding supplier of choice for thousands of the country's top department stores, furniture stores, interior designers, boutique hotels and more. Learn more at [www.partner.hiendaccents.com](http://www.partner.hiendaccents.com).