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**PRESS RELEASE  
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**Theodore Alexander Debuts Eight Spring Collections and Adds Lighting and Upholstery Galleries to its Flagship High Point Showroom.**

Investing in its whole home trade offering, Theodore Alexander captures distinctively different price points and styles for its expanding trade clientele.

**April 12, 2024; High Point, NC**— Theodore Alexander, celebrated for its distinguished, heirloom quality furniture and craftsmanship, introduces eight furniture collections this spring and adds a lighting and upholstery gallery within its sizable flagship showroom. Of the eight furniture collections, two are licensed collections with returning partner Lord Spencer and new partner Judith Leiber, further solidifying the brand's understanding of the parallels between high-quality home design and luxury fashion houses.

"Theodore Alexander continues to challenge itself by pouring attention into both our highest end of fine designs and our attainable price point collections," says Ed Teplitz, President, Theodore Alexander. "We strive to be a trusted go-to brand whether our customer is furnishing the most luxurious of homes or looking for simple, well-made pieces to fill a void. There is a style and price point for everyone. This spring, our offering will visually tell that story and will showcase the pride our team and company-owned factories take in creating our exceptional offerings."

The Spring 2024 Collections include:

**Judith Leiber Couture** – Immerse yourself in the opulent world of Judith Leiber Couture with our inaugural collection, a showcase of indulgent sophistication that pays homage to the iconic aesthetic of the revered fashion designer. Each piece is a creative masterpiece, adorned with resplendent details such as mother-of-pearl encrusted inlays, meticulously hand-painted details, and polished brass accents. Presented in exquisite Mink or Martini oak finishes, these luxurious statement pieces, mirroring the essence of the brand's iconic handbags, are tailored to individuals who embrace an elegant approach to life.

**Spencer London** – Marrying styles of Lord Spencer's London home with the exquisite capabilities of Theodore Alexander's craftsmanship, the Spencer London collection brings a fresh perspective to elegant metro living. A consistent thread of chic, mixed metal inlays are seen throughout the furniture forms, bringing England's rich history to a current-day contemporary style. Crafted in figured sycamore, maple, and khaya crotch wood, these designs have been painstakingly fine-tuned to offer a tailored product that is uncompromising, timeless, and approachable.

**Horizon** – The gracefully rounded forms of the Horizon collection paired with the fine reeded details of these oak designs provide airy silhouettes that are ideal for laid-back contemporary living. The Horizon

collection is offered in a light Day stain or deep Carbon stain with select pieces featuring quartz details, ensuring a sleek finish, clean lines, versatility, and elegance to spare.

**Montauk** – The Montauk collection is a seamlessly crafted ensemble of transitional wooden case goods that effortlessly blend contemporary design with timeless elegance. The finish options enhance the organic appeal of this offering, while the clean lines and subtle detailing lend a modern touch to the furniture. Available in a bold Jetty and soft Lighthouse colorway this collection's chameleon ability to morph between aesthetics solidifies its heirloom qualities that will stand the test of time.

**Luna** – A tease between understated glamor and coastal ease, the Luna collection's gentle round edges and stylish silhouettes infuse contemporary comfort in two colorways: dark Palmer and light Cascade. A four-poster bed anchors this collection's suite of transitional, thoughtfully designed oak furnishings to adapt to a wide range of settings from seaside estates to bustling city lofts and everything in between.

**Maxwell** – Taking cues from the sophistication of simplicity, the Maxwell collection's pared-down shapes make way for its textural shagreen surfaces. Available in Obsidian and Cashmere finishes, this handsome collection of oak furnishings is versatile and sculptural while delivering an elevated and modern air to the spaces they inhabit.

**Balazo** – The Balazo side table is an artful conceptual design featuring a bronze glass top perched above a carefully arranged fanning of monstera leaves. Available in three lustrous metal finishes, golden, rich bronze, and nickel, these tables serve as an arbiter of lush tropics in any space that is likely to perch a refreshing drink on top.

**Rome** – The Rome collection expands to a whole home collection this spring, bringing its organic, slender metal framework to a bookshelf, nightstand, and dresser. The warmth of its oak wood paired with the graceful metal curves creates sculptural pieces that are offered in a warm, rich Nera finish or a blonde Naturale finish.

All new spring product introductions will be available for viewing to the trade at High Point Market from April 12 through April 17. In-stock dates for the spring collections are expected in August. Theodore Alexander is booking both press and client appointments now. Its flagship showroom is located at 229 W. Russell Ave., High Point, NC. For more information, please visit [www.TheodoreAlexander.com](http://www.TheodoreAlexander.com).

#### **About Theodore Alexander:**

Founded in 1996, Theodore Alexander has become synonymous with high-quality home furnishing products that adorn interiors throughout the world. With a commitment to detail and the use of fine materials, every product is exhaustively designed and crafted in its factory-owned facilities to bring impeccable pieces to discerning customers. Evolving with its customers, Theodore Alexander now embarks on a new era that looks to expand the brand's footprint further into upholstery, lighting, and original artwork while maintaining a focus on its renowned casegood production. With a wide network of to-the-trade showrooms and luxury home furnishings retailers at the core of its identity, Theodore Alexanders prides itself on its fine craftsmanship, accessibility, versatility, and whole home offering. For more information, please visit [www.theodorealexander.com](http://www.theodorealexander.com).