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Varaluz

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FOR IMMEDIATE RELEASE

Varaluz to Showcase New Showroom Location and Collaborations at High Point Market

High Point, NC - March 26, 2024 - Varaluz, a leading name in innovative lighting and furniture design, is thrilled to announce its participation in the upcoming High Point Market from April 13th to 17th, 2024. Varaluz will be unveiling its new showroom location in Historic Market Square, MS-290, offering attendees an immersive experience of its latest collections and collaborations.

Varaluz is proud to introduce its newest venture, a collaboration with the minds and expertise of Conrad Blair. The Conrad Blair Occasional Furniture Collection marries Varaluz's signature aesthetic with Blair's distinctive style, resulting in a line of furniture that seamlessly blends modern design with timeless elegance. This collection will be showcased at Varaluz's new showroom during the High Point Market, offering attendees a first look at these stunning pieces.

In addition to the Conrad Blair collaboration, Varaluz is excited to continue its collaboration with renowned designer and television personality Tamara Day. Known for her keen eye for design and transformative interior spaces, Tamara Day again brings her unique perspective to Varaluz with a curated selection of beautifully designed and crafted mirrors. Attendees can expect to see an exclusive preview of the Tamara Day Collection at Varaluz's showroom during the market.

To celebrate these exciting new collaborations, Varaluz will be hosting a special event during the High Point Market. The Tamara Day Bar Takeover Event, scheduled for Saturday, April 13th from 4-6PM, promises to be an evening of cocktails, conversation, and creativity. Guests will have the opportunity to mingle with Tamara Day herself while experiencing Varaluz's latest collections in a lively and inspiring atmosphere and let their imaginations soar with our mirror design contest! One lucky entry will have their mirror showcased within the Tamara Day mirror collection in 2025!

"We are thrilled to debut our new showroom location and showcase our latest collaborations at the High Point Market," said Kellee Hollenback Hammond, Vice President of Sales at Varaluz. "The Conrad Blair and Tamara Day collaborations represent an exciting chapter for Varaluz along with our ongoing collaboration with The Smithsonian, and we can't wait to share these innovative designs with our fellow industry professionals."

Visit Varaluz at Historic Market Square, showroom MS-290, during the High Point Market from April 13th to 17th, 2024, to experience the future of lighting, home furnishings, and furniture design.

For media inquiries, please contact Kellee at kellee@varaluz.com or 404-456-0010.

About Varaluz: Varaluz is a leading designer and manufacturer of sustainable lighting, mirrors, and home furnishings solutions for residential and commercial spaces. With a commitment to craftsmanship, innovation, and environmental responsibility, Varaluz creates products that blend beauty, functionality, and sustainability.