**SARREID LTD IS GOING BOLD THIS SEASON WITH AN UNMISTAKABLE NEW LOOK**

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FOR IMMEDIATE RELEASE

Wilson, NC – Sarreid’s upcoming Spring product launch includes over 100 new pieces many of which are already available on their website and also set to debut in High Point’s Spring 2022 Furniture Market. It is an exciting collection of pieces ranging from organic modern to traditional classics. This is marked to be one of Sarreid’s most memorable collections to date with faceted angles, linear texture, bold shapes and custom hardware donning luxe hardwoods. Finishes include crisp vibrant whites, rich natural browns, raw sienna and pops of their signature sage and blue. Sarreid welcomes trade professionals and design enthusiasts to view the new collection March 31 through April 5 in their showroom located on the third floor of the C&D Building.

In tandem with this new launch is the unveiling of the “Unmistakably Sarreid” campaign. Sarreid has always been known for their unmistakable craftmanship and details. The finishes are unmistakable. The look and ethos are unmistakable, and now, the brand will be unmistakably Sarreid as well. As CEO, Brad Cates describes, “this is a company that has been literally metamorphosizing right in front of the industry’s eyes, with change the only constant, and I’m here to tell you, don’t take your eyes off of us for a second because there’s more on the way.” The refreshed new approach to the brand’s visuals will be seen across all touch points including a newly designed website optimized for the user experience, artistic photography, video content, and an inspiring new blog.

To learn more about new introductions view the New Product Portfolio [HERE.](https://issuu.com/sarreidltd/docs/sarreid_2022_npp)

**About Sarreid Ltd.**

Since 1967, Wilson, North Carolina based Sarreid Ltd has long made it their business to traverse the globe, seeking out master craftspeople to source the extraordinary and one-of-a-kind. Indeed, for more than half a century, tastemakers, designers, builders and architects have turned to Sarreid for the exceptional—starting with the statement-making decorative accessories and objects d’ art upon which the company was built—to the ever-growing collection of luxurious furnishings for projects of every scale. Learn more [www.sarreid.com](http://www.sarreid.com)

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