

Theodore Alexander to Launch NOVA By Theodore Alexander & More for June Market

Further Additions to Althorp Living History, Stephen Church, Theodore Alexander and Ralph Lauren Home Fall 2021 Collections

High Point, NC, (April 26, 2021)- Theodore Alexander is set to debut over 130 new breathtaking handcrafted pieces at June 2021 High Point Market. This includes the newest collection; NOVA by Theodore Alexander. Ed Teplitz, President of Theodore Alexander summarizes the newest addition, "Each piece has a strong personality that is reflected in its unique stature and beautifully designed details. NOVA is one-of-a-kind and we are looking forward to seeing how the collection is received." In addition to the new NOVA designs, Theodore Alexander is continuing to offer new inspirations from the Althorp Living History, Stephen Church, and Theodore Alexander Collections.

The sudden appearance of a new bright star in our lineup is NOVA. The 42 pieces in this new collection are bursting with originality from the instantly recognizable hand-carved starburst and herringbone parquetry to bookmarked veneers with fine Verde Bronze hardware hand-forged in the Theodore Alexander foundry. NOVA is truly one in a million. NOVA works great as an accent piece in your client's first home or as a complete collection to energize the overall vision of the space.

Inspired by the Althorp home's collection of pieces commissioned by 19 generations of the Spencer family, the Althorp Living History Collection is set to introduce 32 bold, yet historically elegant hand-carved pieces with intricate details from brass inlays to delicate gold leafing. The Althorp Living History Collection from Theodore Alexander offers traditional pieces that are pure, authentic, and relevant.

The Stephen Church Collection reflects the skillful design and manufacturing by master cabinet maker Stephen Church, whose designs recreate 18th century cabinetry maintained by the craftsmen at Theodore Alexander. Stephen acquired a thorough practical knowledge of traditional cabinet making techniques and materials from an early age and has broadened his horizons by working for many years with some of the world's leading furniture specialists. His attention to detail brings together the finest woods and exotic veneers seen in his 6 new pieces being introduced which are all finished by hand representing the time-honored craftsmanship of these traditionally inspired pieces.

Modernizing traditional design, Theodore Alexander continues to promote comfort and customer satisfaction with 39 new introductions to their branded line. They have softened hard edges and added time-tested artisan craftsmanship to create a new, interesting mix for every room and style ranging from living room, dining room, bedroom and designs for in-between spaces. "Theodore

THEODORE ALEXANDER

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Alexander is known as one of the finest furniture companies in the world due to our commitment to create furniture that is like fine jewelry for the home. All of our products are detailed and designed for functionality, yet display exquisite hand-crafted finishing even on the sides and spaces you can't see. Our new introductions show this concept at its finest," said Garth Robinson, Vice President of Sales at Theodore Alexander. By using the finest raw materials, our expert artisans display skillful handcrafting techniques, detailing, and finishing to produce long-lasting furniture that tells a story to inspire generations to come.

Theodore Alexander will also be introducing 16 new Ralph Lauren Home pieces from the new Heritage Collection. Sydney Wells, Director of Marketing for Theodore Alexander had this to say about the partnership, "We are looking forward to dealers and designers getting to see the new introductions from Ralph Lauren Home. Theodore Alexander shares Ralph Lauren's commitment to craftsmanship and quality and that can be seen throughout this new collection. As one of the only true American luxury brands, Ralph Lauren furniture is elevated and deliberate, from the design, to the materials, the construction and the finish. We are excited and honored to show their new collection this Market."

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About Theodore Alexander:

Theodore Alexander is the finest luxury furniture brand in the world. Renowned for unmatched craftsmanship, exquisite finishes and extraordinary design, Theodore Alexander covers a diversity of periods and styles, encompassing thousands of unique case goods, upholstered furnishings, lighting accents, and home accessories. Theodore Alexander is available throughout the world at fine furniture galleries and design centers. For more information, please visit www.theodorealexander.com.

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