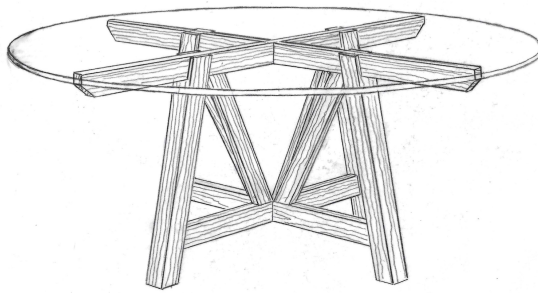
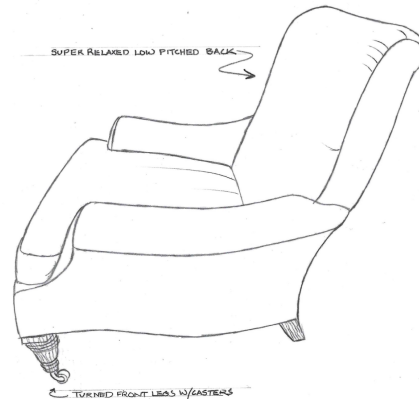


A L F R E D O  
P A R E D E S

**Alfredo Paredes Launches New Furniture Collection**  
**Produced in Collaboration with EJ Victor**  
*New pieces debut at High Point Market this April*



ROUND TRESTLE TABLE w/ GLASS OR WOOD OR STONE TOP



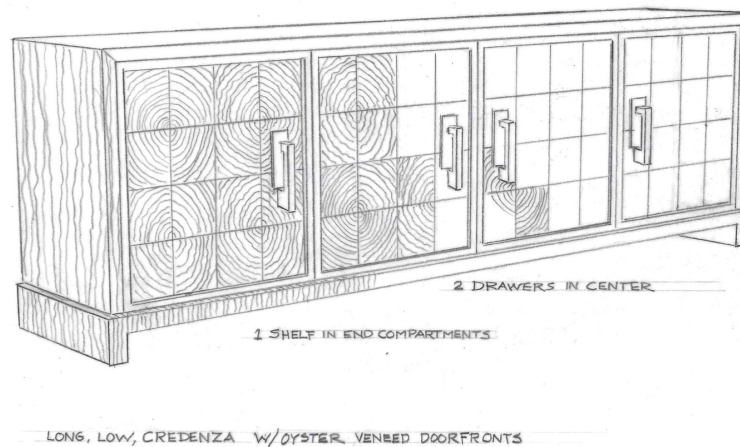
LOUNGE CHAIR w/ COMPOUND CURVING PLANES

*(Illustrations of the Santa Clara Trestle Dining Table and Eddy Lounge Chair)*

**New York, April 2022** – This April at High Point Market, New York-based creative director Alfredo Paredes will expand his studio's furniture offering with a third installment, designed and produced in partnership with EJ Victor.

Unified by his love of sculptural forms and natural materials, Paredes' new collection includes a dining table and chair, club chair, swivel chair, coffee table, credenza, side and drinks tables, a large-scale mirror, a bedframe, and accompanying bedroom side tables and bench.

Architectural lines, angular corners, and grid-like patterns guide the design for key pieces in this collection, with marquetry and classical references taking center stage. Paredes' embrace of minimalism comes to life through strong, rectangular shapes in both upholstery and woodwork. Long inspired by the natural world, he celebrates the grain and rings of a tree with diagonal patterned end-grained wood blocks that appear as accents. Materials include wenge, oak, brass and leathers.



*(Illustrations of the Ventana Credenza)*

“With this edition, I wanted to introduce pieces that were timeless but modern, and a touch rustic,” shares Paredes. “Over the past year it has been thrilling to receive such a positive response to my furniture line. Designing under my own name allows me the opportunity to create pieces in response to what is happening in my personal life and the projects my studio is undertaking. The collection is an extension of who I am and the world I love to inhabit - one of casual elegance.”

Paredes also dips into his personal collection with an Edwardian chair that has been carefully re-proportioned in a restrained scale with a relaxed low pitched back, making it a perfect chair for reading or resting. An art deco pedestal from his personal collection comes to life in the new offering as upholstered volumes that rest on a recessed base of fluted dentil molding.

The continued partnership with EJ Victor on the development of his standalone furniture collection is a natural fit for Paredes, who has partnered with the North-Carolina-based team for over a decade on the design and licensing of Ralph Lauren Home, which he oversaw prior to launching his eponymous design studio in 2019

The new collection will launch this April at High Point Market, and will be available to purchase on EJVictor.com.

**About Alfredo Paredes Studio**

Alfredo Paredes Studio is a multi-faceted design practice that brings a cinematic sensibility and a commitment to the exceptional to projects and pursuits of all forms. Based in New York and launched in 2019 by Alfredo Paredes—following his 33 year-long-career at Ralph Lauren creating environments, experiences, and products, most recently in the role of Executive Vice President and Chief Creative Officer for Retail and Home—the Studio applies a sensual approach and transportive power to design, precisely crafting each and every element of a project. Whether a tropical hideaway, rural retreat, or tucked-away cocktail lounge, all Alfredo Paredes Studio spaces possess an inviting luxury, quiet elegance, and understated sophistication. With the rare ability to translate intangible experiences—a beloved memory, a stirring encounter with a work of art, an inspiring idea—into real and all-encompassing physical environments, Alfredo Paredes uses the practice and art form of design to create the unforgettable spaces and moments that shape our lives.

**About EJ Victor**

EJ Victor, recognized industry-wide for its exquisite quality, service, and value, is a locally owned, high-end furniture company located in North Carolina's famous furniture heartland. Priding itself on the craftsmanship of devoted employees with know-how and commitment to building superior furniture, our company culture offers its customers easy access to responsible professionals who possess the information and answers that are needed. For more than thirty years, EJ Victor has built upon its own brand while also becoming a best-in-class licensing partner to premier global lifestyle brands.

**For press information, please contact Camron PR**

Bradley Kal Hagan | [Bradley.kalhagan@camronpr.com](mailto:Bradley.kalhagan@camronpr.com)