

south+english

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SOUTH + ENGLISH LAUNCHES NEW DESIGNS & SHAKES UP ITS COLLECTION MIX AT THE MARKET

AT THE MARKET, APRIL 2023 The design duo of Palmer Smith and David Ebbetts, masterminds behind the luxury designer brand South + English, can't stop creating. At the Market, S+E is set to launch a dozen designs, an all-new top-of-bed collection, and two new programs that speak to how, when and why designers want to shop. Awash in purple, the South + English High Point showroom is a must-see located at 201 E. MLK Jr, Drive, and is open for High Point Market April 20-26.

Founding partner Palmer Linwood Smith, who puts the South in S+E equation, reflects, "David Ebbetts and I launched South + English in the fall of 2019 with imperfectly perfect timing. While this is South + English's seventh Market, it feels like a new beginning. S+E has flourished in tough times. We're ready to roll."

The new Charlotte poster bed is a jewel in the crown amongst S+E's new intros, which include case goods, upholstery and art. While the Charlotte bed's inspiration and silhouette are traditional, S+E modernizes the look with metal stretchers atop the posts, a curvaceous minimalist shape and an understated White Oak finish.

Long known for innovative bed designs, starting this month South + English also MAKES the bed with the launch of a new top-of-bed collection, including duvets, throws and pillow. Available in three pattern/color ways – Papyrus, Acantha and Les Orientales – the entire assortment mixes and mingles.

At the Market, South + English also announces the creation of two new product categories, Ready To Go (RTG) and Made To Order (MTO).

Ready To Go designs (approximately 50 SKUs) are akin to prêt-à-porter in the fashion world: Imported high style designs available as shown with minimal lead times. By contrast, Made To Order products (approximately 70 SKUs) are highly customizable and made by hand in America. Production begins when the designer says “go.”

London-born founding partner David Ebbetts explains, “We have very thoughtfully cultivated a mixed model of global and domestic production. It’s central to our brand strategy. Designers have immediate needs. RTG means ready to go. Designers also need choice, options and full bespoke customization. S+E answers that call with our Made To Order collection.”

ABOUT SOUTH + ENGLISH: With a counter-intuitive mix of provenance and personality, South + English is a home décor collection where opposites attract, and styles converge. Beautifully. S+E is the brainchild of industry vets and longtime creative collaborators Palmer Linwood Smith and David Ebbetts – the former an irrepressible live-large Southerner and the latter, a dialed-back, buttoned-up Brit. A trade-only designer brand, South + English is available through trade showrooms nationally and directly from South + English.

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