

FOR IMMEDIATE RELEASE
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Varaluz Introduces New Lighting Collections at High Point Spring Market 2023
High Point Market Square - 204, Floor 2

(HIGH POINT, NC)—Luxury lighting, furniture, home accessory and lifestyle brand, **Varaluz**, is debuting 10 new lighting collections at High Point Spring Market April 22-26, 2023. Drawing from influences as diverse as luxe industrial, Memphis design, Bauhaus, and street art, the collections embrace the design ethos of ‘art for art’s sake’ all while staying rooted in the company’s eco-friendly values.

Varaluz founder and lead designer Ron Henderson says that this new slate of designs draws from comforting familiar styles of the past but re-imagines them in an aesthetic he calls Mod Familiar. “Growing up in the 70s, I was surrounded by influences ranging from Mod to Studio 54-style glam and beyond. There’s a nod to those movements in these new and expanded collections, but they’ve been interpreted in unexpected ways.”

As part of its new **Smithsonian Illuminated** collection, Varaluz is introducing two aeronautically inspired ‘heritage modern’ lines—**Swoon**, featuring pendants with scalloped elements in luxe finishes; and **Machina**, with propeller-engine-style blades in rattan—as well as **Scribble**, a pop and street art-inspired line of pendants and sconces; **Estela**, featuring luxe industrial pendants and sconces echoing landscape features; and **Wildflower**, a glam line of sconces and chandeliers inspired by botanical illustrations.



Wildflower

Scribble

Swoon

In addition to new collections, four of Varaluz’s existing lines have expanded with new products, including **Bask**, intricate glam pendants, sconces, and flush fixtures with a new split finish; **Matrix**, a 70s-inspired glam line of pendants extended to include table and floor lamps; luxe industrial line **Cosmos**, now offering bath vanity lighting; and urban rustic **Cannery**, with new sconces and buffet table lights featured in its ombre, galvanized steel designs

-more-



Matrix



Bask



Cannery



Cosmos

Taken together, the new collections and expanded lines reflect Varaluz's position as a respected lighting industry leader in both design and sustainability.

"This year, Varaluz is moving in new and exciting directions," says Henderson. "While our collaboration with the Smithsonian Institution demonstrates our reverence for the past, we are continually looking forward. We're committed to pushing boundaries in both design and materials, and to creating a more sustainable way of doing business."

The collections, both new and expanded, are available through Varaluz's authorized decorative lighting showroom dealers.

Images and information available [here](#)

About Varaluz

Varaluz is an innovative luxury lighting, home goods, and lifestyle brand dedicated to sustainability and preserving the artistry of hand-finished details. Founded in 2007 by creative director and lead designer Ron Henderson, the company draws inspiration from disparate sources ranging from aerospace and architecture to fashion and pop culture. Varaluz has permanent trade-access showrooms in Dallas Market Center-Texas and High Point Market-North Carolina. For more information, visit www.varaluz.com.

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