

FOR IMMEDIATE RELEASE
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Varaluz Unveils New Portables and Expansion of Smithsonian Illuminated With Dazzling Introductions at High Point Fall Market

High Point Market Square - 204, Floor 2

(HIGH POINT, NC) – [Varaluz](#), the luxury lighting, furnishings and accessory lifestyle brand, presents prolific and inspired offerings at this year’s High Point Market, October 14–18, 2023.

Following its premiere earlier this year, Varaluz expands **Smithsonian Illuminated**, its collaboration in lighting with the Smithsonian Institution with three new families and one extension to existing collections. Honoring this partnership, Varaluz relies on the institution’s vast collections of objects, photographs and materials for inspiration. “I am humbled to continue our collaboration with an entity as established and revered as the Smithsonian Institution.” “Artistry and commitment to craft are our hallmarks,” said brand founder and creative director Ron Henderson. “From each piece of crystal to every shade and bolt, every component is made for and by Varaluz. We refuse to accept anything less.”

Looking to turn-of-the-century wallcovering is **Fleur**, a modern interpretation of classic fleur-de-lis, which is layered with alternating, Moroccan-inspired motifs and ringed bases in a low-VOC French gold-tone finish. Made from 70 percent recycled steel and hand-cut Capiz shells, the charming and eclectic Fleur is available as a four- or ten-light chandelier and as a two-light sconce.



@Smithsonian



Fleur



@Smithsonian



Park Row



Park Row takes cues from the classic lines found in the striking cables and stone arches of the 19th century era Brooklyn Bridge, as seen in the Smithsonian Institution’s archival images. With fluted, recycled glass rods, steel with matte black finish and French gold-toned edges, this collection emphasizes Varaluz’s standout capabilities in style and craftsmanship. Offering optimal choice, Park Row can be specified as a five- and six-light linear pendant, a six-, eight- and 10-light pendant, a flush-mount ceiling light, and as a one- or two-light sconce.

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Another Smithsonian Illuminated addition, **Jacob's Ladder**, is named after a flowering plant work by renowned illustrator and watercolorist, Mary Vaux Walcott. Using handwoven natural rattan, each piece is interspersed with abaca rope and accented with a French gold-toned finish. With varied shapes, the rattan allows light to shine through, in what appears to be a backdrop of stars. Jacob's Ladder is available as a two-, three- and four-light bath sconce, a six-light foyer or linear pendant, a one-light mini pendant or sconce, three-light semi-flush and six-light pendant.



Jacob's Ladder



Stopwatch



Mad Hatter



Blonde Moment



Suratto

Other new collections debuting this market: relying on reclaimed wood vertical panels is **Suratto** (the Japanese word for slat) showing variations in grain and markings and beauty in imperfection in Honey Oak or Walnut stain options. **Stopwatch**, which pays reverence to a classic time piece and 70's modernism, features streamlined recycled steel in black matte with gold accents combined with frosted glass globes. Imbued with a nod to Lewis Carroll and mid-century modern is **Mad Hatter**. The series is characterized by its oversized shade and gold-toned central band, which is also applied to the shade's interior and applied to the shade's interior, appearing as a shimmering accent. The cheeky **Blonde Moment** takes light wood-inspired rings and stacks them to resemble a camera lens. Black recycled steel provides a striking contrast for this coastal and Nordic-inspired series.

Equally exciting, for the first time, Varaluz is unveiling a new category of products in its portfolio, portables. With timeless designs, handsome materials and exceptional handcrafting, Varaluz is well-positioned to introduce portables to market. Rendered in hand-carved, fluted black marble or Spanish alabaster, **Sentu** is topped with a white linen shade and outfitted with a choice of black hardware, and black cloth-wrapped cord or gold-toned hardware and light tan linen shade. **Takko**, **Tilde**, **Avesta**, and **Primea** are ceramic-based portables made from sustainable volcanic ash found in the Philippines. These vase-inspired lamps are paired with hand-woven rattan or linen shades and affirm Varaluz's ongoing commitment to being stewards of the environment and to transforming re-purposed material into beautiful works of decorative art.



Sento



Takko



Tilde

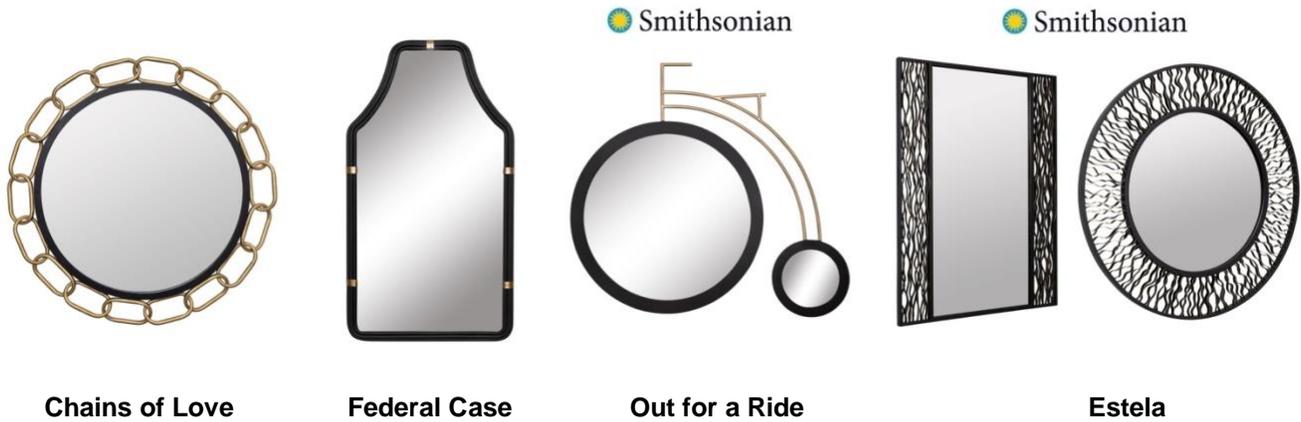


Avesta



Primea

Enhancing its collection of mirrors, Varaluz has made some notable additions this market with the oval or 30-inch-round **Chains of Love**, featuring a textured gold- or silver-toned chain link as well as Federalist-inspired **Federal Case**, characterized by colonial-era influences.



From the **Smithsonian Décor** collection, Varaluz presents the whimsical **Out for a Ride** double mirror, which incorporates the silhouette of antique penny farthing bicycles. Also premiering, the **Estela Mirror**, which looks to historic prints of butterflies from the Institution’s archive of treasures.

Finally, the latest catalog for Varaluz – uniting products in all categories – lighting, furniture, mirrors, artwork and accessories – is formally presented in one publication. The catalog has been re-organized to permit ease in finding lighting by application – pendant, chandelier, sconce, flush-mount, linear pendant, etc. – as well as by type of aesthetic. Additionally, a new icon designating fixtures that can be used in “damp” settings, has been added to guide designers and customers in choosing the right collection for projects.

All collections, both new and expanded, are available through Varaluz’s authorized decorative lighting showroom dealers. **Images and information available [here](#)**

About the Smithsonian Institution

Founded in 1846, the [Smithsonian](#) is the world’s largest museum and research complex, consisting of 19 museums and galleries, the National Zoological Park, nine research facilities and 20 libraries. The total number of objects, works of art and specimens at the Smithsonian is estimated at nearly 155 million.

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 artistic director and lead designer Ron Henderson, the company draws inspiration from various sources ranging from aerospace and architecture to fashion and pop culture. Varaluz has permanent trade-access showrooms in Las Vegas Market, Dallas Market Center-Texas and High Point Market-North Carolina, For more information, visit www.varaluz.com.

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