

NEWS RELEASE

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HiEnd Accents Debuts New Collections at Premier Winter Markets for the New Year

Irving, TX - December 20, 2023

HiEnd Accents, a leader in everyday luxury bedding, is thrilled to announce its participation in the upcoming Dallas Total Home & Gift and Apparel & Accessories Market (January 10-19) and the Las Vegas Market (January 28-February 1).

Cynthia Zheng, President of HiEnd Accents, shares, "As we step into the new year, we're excited to elevate home decor through a fusion of timeless elegance and modern sophistication. Our collections are a testament to our dedication to artful design and exceptional value."

Highlights of the Winter Showcase:

- **Abstract Collection:** Featuring the 'Whimsical Strokes' and 'Bold Ink Jacquard' lines, this collection draws inspiration from mid-century abstract art and Lee Krasner's striking black brush strokes, epitomizing artistic expression in home decor.
- **Voile Collection:** Designed for all-season comfort, this collection is crafted from 100% cotton voile, offering a universally comfortable layer for any home.
- **Menswear-Inspired Range:** Including Ashbury, Chenille Herringbone, and Hamilton, this range incorporates elements of heritage plaid, windowpane patterns, classic tweeds, and herringbone designs, blending the elegance of menswear with home decor.

Scottie Collins, HiEnd Accents' Creative Manager, adds, "The expansion of our Stella Collection, now featuring new colorways like Storm Blue, Saffron, and Dark Violet, brings a refreshed palette to our customer favorites, appealing to a wide range of tastes."

Additional Highlights:

- Ski Toile Collection: Capturing the serenity of winter landscapes, this design invites a sense of alpine wonder.
- Seaside Lyocell: A highlight from the Spring Collection, offering a wintertime escape through its design.

Expanding beyond traditional offerings, HiEnd Accents introduces HiEnd Hospitality and Indigo Hill. "HiEnd Hospitality sets new luxury standards in the hospitality sector, while Indigo Hill brings our commitment to everyday luxury to a broader audience," states Cynthia Zheng.

HiEnd Accents warmly invites trade professionals to explore these collections at WTC #515 during the Dallas Market and at World Market Center #B-102 during the Las Vegas Market. Attendees can book an appointment or visit the showroom to experience the brand's stunning designs firsthand. For more details, visit www.partner.hiendaccents.com.