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**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Theodore Alexander Debuts Spencer London Collection with Long-Term Brand Partner Lord Spencer
The Spencer London collection captures an elegant, modern take on Lord Spencer's city dwellings.

April 12, 2024; High Point, NC— Theodore Alexander, celebrated for its distinguished, heirloom-quality furniture and craftsmanship, introduces the Spencer London collection, a reflection of the modern-day London home of Lord Spencer. Continuing the brand's 20-year relationship with Lord Spencer, this collection marks the first time the design partnership has taken a contemporary twist on style.

Marrying styles of Lord Spencer's London home with the exquisite capabilities of Theodore Alexander's craftsmanship, the Spencer London collection brings a fresh perspective to elegant metro living. A consistent thread of chic, mixed metal inlays is seen throughout the furniture forms, bringing England's rich history to a current-day style.

Crafted in figured sycamore, maple, and khaya crotch wood, these designs have been painstakingly fine-tuned to offer a tailored product that is uncompromising, timeless, and approachable.

Unlike previous Althorp collections, Spencer London captures an urban aesthetic with a layered mix of transitional, contemporary, and classic designs. The metal inlay mixes both nickel and brass finishes with select designs featuring quartz. Wood finishes are available in dark brown Fulham and light white Chelsea.

"Theodore Alexander greatly values our enduring relationship with Lord Spencer and the refined point of view he brings to our offerings," says Ed Teplitz, President of Theodore Alexander. "I feel our customers will be pleasantly delighted with this refreshed vision brought to life through the Spencer London collection—its sophisticated, restrained luxury remains approachable and has clear, lasting power."

The Spencer London collection will be available for viewing to the trade at High Point Market from April 12 through April 17. Theodore Alexander is booking both press and client appointments now. Its flagship showroom is located at 229 W. Russell Ave., High Point, NC. For more information, please visit www.TheodoreAlexander.com.

About Theodore Alexander:

Founded in 1996, Theodore Alexander has become synonymous with high-quality home furnishing products that adorn interiors throughout the world. With a commitment to detail and the use of fine materials, every product is exhaustively designed and crafted in its factory-owned facilities to bring impeccable pieces to discerning customers. Evolving with its customers, Theodore Alexander now embarks on a new era that looks to expand the brand's footprint further into upholstery, lighting, and

original artwork while maintaining a focus on its renowned casegood production. With a wide network of to-the-trade showrooms and luxury home furnishings retailers at the core of its identity, Theodore Alexanders prides itself on its fine craftsmanship, accessibility, versatility, and whole home offering. For more information, please visit www.theodorealexander.com.

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