

Ethnicraft expands presence in U.S.

The company unveils a new permanent space in downtown High Point, plus breaks ground on an \$18M headquarters scheduled for completion at the end of 2024.



For more than 25 years, Belgian brand Ethnicraft has specialized in creating warm and inviting spaces with solid wood, high-quality furniture.

New for this High Point Market, the company welcomes visitors to its new permanent showroom space in IHFC, suite 004.





The new space offers more square footage to showcase its most loved items as well as its newest novelties from its April launch.

The hotly anticipated PI dining chair takes centerstage in the front window of the space, shining a light on its nature-inspired design. Short of 'polished imperfect,' the PI collection honours nature's design by keeping the strength, curves and lines, as nature intended.



Other items of note are the ever-comfortable N701 sofa, the Geometric dining table, the linen Revive bed, iconic Bok chair and more.

There will be a ribbon cutting at the Ethnicraft showroom in IHFC 004 on Saturday, April 13 at 2:45 p.m.

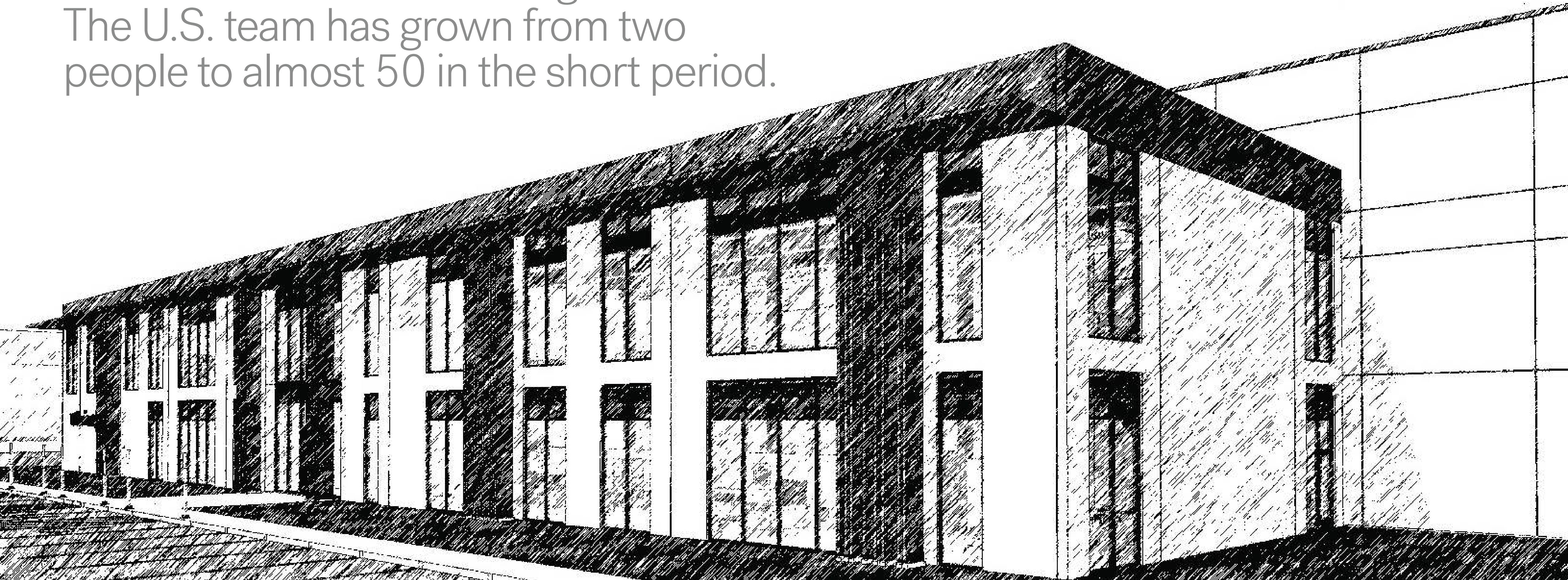
Shortly after the ribbon cutting, Ethnicraft will be hosting their Belgian-style party from 4 p.m. to 7 p.m., with Belgian beer, wine, waffles and chocolate.



In addition to the new permanent space in IHFC, Ethnicraft eagerly awaits to completion of its new North American headquarters in High Point, N.C. The new building is an \$18 million investment that will include an office, full-scale showroom and warehouse facility, providing Ethnicraft USA with the ability to better connect with its customers while also providing the Ethnicraft USA division more space to grow.

The brand first entered the North American market 7 years ago, currently functioning with an office and three warehouses in High Point. The U.S. team has grown from two people to almost 50 in the short period.

The new building will be located off Gallimore Dairy Road, constructed by Landmark Builders with local developer Davidson Craven.



The facility represents a dream come true for Ethnicraft USA's management team. Stephane Huybrechts, COO of Ethnicraft USA, stated:

“We are really excited to bring more of the Ethnicraft brand to the U.S., where we can provide even better service to our customers. With the new warehouse facility, we will continue to have a healthy level of stock and able to ship quickly.”

Huybrechts continued,
“We appreciate our strong partnership with the City of High Point and Guilford County.”

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For hi-res images or further comment, please email anne-marie.earl@ethnecraft.com.

