



FOR IMMEDIATE RELEASE
Showroom 301 N. Hamilton Street

CONTACT:

Trisha McBride Ferguson
tferguson@vanguardfurniture.com
3366.687.1604

VANGUARD HOSTS INTERIOR DESIGNER EVENTS AT HIGH POINT MARKET

CONOVER, N.C., April 16, 2025 – Vanguard Furniture is hosting education and networking events for interior designers at the upcoming April Furniture Market. The custom upholstery and casegoods manufacturer is partnering with DesignDash to host two exciting days of design programming on Sunday, April 27 and Monday, April 28.

DesignDash co-founders Laura Umansky and Melissa Grove will host a mix of events and live podcasts at the Vanguard showroom including a networking brunch with Thom Filicia. Featuring top industry designers, business minds, and tastemakers, these can't-miss events are perfect for interior designers at every stage of their careers and industry professionals seeking expert advice. All programming will be held on the fourth floor of Vanguard's showroom at 301 N. Hamilton Street. Events are open to all market attendees and RSVPs are highly encouraged by email to events@vanguardfurniture.com.

SUNDAY

Sunday, April 27, 2025

10 a.m. – 11 a.m.

Workshop

The Psychology of Interior Design with Tracee Murphy; workshop .01 CEU (IDCEC).

This course explores the intersection of psychology and interior design, providing a deep understanding of how human behavior, emotions, and decision-making influence interior design businesses. Designers will learn how psychological principles can enhance sales, marketing, leadership, and client relationships in the interior design industry. Topics include the impact of color on mood and perception, effective conflict management strategies, selling luxury, navigating money conversations with clients, and using psychological insights to build trust and rapport. By the end of the course, designers will have a comprehensive toolkit for running their business in a way that supports wellbeing, productivity, and positive client experiences. Led by designer Tracee Murphy, founder of Trade Mark Interior Design. RSVP: events@vanguardfurniture.com

Page 2

MONDAY

Monday, April 28, 2025

10 a.m. – 11 a.m.

Networking

Brunch with Thom Filicia

Enjoy a delightful brunch with industry icon Thom Filicia as he shares insights on his latest collection with Vanguard, offering a behind-the-scenes look at his inspirations, process, and what makes this launch special. This is an opportunity for designers to ask thoughtful questions, gain expert perspectives, and connect with fellow design professionals in a relaxed, engaging setting. Space is limited. Don't miss your chance to be part of this inspiring conversation. RSVP: events@vanguardfurniture.com

Monday, April 28th

2 p.m. – 3 p.m.

Panel

Picture Perfect: The Art of Styling & Photographing Your Projects. Moderated by Laura Umansky with panelists Linda Holt, Christy Day, and Melissa Grove.

Ready to transform your interior photography from everyday snapshots to stunning, editorial-quality images? This panel explores the power of styling and the critical collaboration between photographers and stylists to create impactful visuals. Learn why styling your own projects may be holding you back—and how working with a professional team can elevate your work, making it more cohesive, compelling, and publication-ready. We'll also discuss how beautiful project photography doesn't have to break the bank! RSVP requested: events@vanguardfurniture.com

Speaker bios and headshot photos available at this Dropbox link:

<https://www.dropbox.com/scl/fo/gtv3ybdjpw7m0voxaz6y/ADDIgT-ku1GA2cXPP-YDRMU?rlkey=6wvse6pp7740edrnlr4e5982&st=5qss8rnf&dl=0>

###

ABOUT VANGUARD FURNITURE

Known for its sophisticated designs and nearly unlimited customization capabilities, Vanguard Furniture is a manufacturer and marketer of high-end casegoods and upholstery. Founded in 1969, the family-held company employs 750+ associates in seven manufacturing facilities across North Carolina and Virginia and has flagship showrooms in High Point, N.C., Atlanta, and Las Vegas. Proudly crafted in the USA using the finest materials, each Vanguard Furniture creation is a collector's piece handmade by artisans and built to last for generations. Vanguard is a founding member of the Sustainable Furniture Council, and its green initiatives include utilizing solar energy and recycling 95% of all post manufacturing waste and scrap. For more information, visit www.vanguardfurniture.com.

ABOUT DESIGNDASH

DesignDash is a platform built to support the creative entrepreneur in her pursuit of real fulfillment, both personally and professionally. With insightful content, one-on-one coaching, and engaging mastermind groups, co-founders Laura Umansky and Melissa Grove challenge women in creative fields to design lives they love, without compromise.