



ADRIANA HOYOS

Adriana Hoyos Announces Largest Product Debut at Fall Market *Over 30 furnishings styles in ORIGEN include new customization options*

HIGH POINT, NC – FALL 2025 Luxury furnishings brand Adriana Hoyos announces its most extensive collection launch to date, presenting over 30 upholstery, case and accent furniture styles in the company's permanent [showroom](#), located at 117 North Hamilton Street in the Hamilton-Wrenn Design District, during the upcoming [High Point Market](#), October 25 - 29.

The ORIGEN launch coincides with [Adriana Hoyos Furnishings](#) 30th anniversary this year, embodying the company's legacy and its evolution.

Five signature styles inspired by early Adriana Hoyos designs anchor the new collection: an upholstered sofa with tailored leather accents; an upholstered swivel chair with a distinctive backrest; an upholstered daybed framed in Seike wood; a stone-topped cocktail table; and a bed with an upholstered base and natural raffia headboard.

"Each piece marks milestones in my life and career, and carries a story or emotion that is part of my creative journey," says Adriana Hoyos, co-founder and lead designer. "ORIGEN is deeply personal, connecting my roots with our brand's trajectory over three decades."

ORIGEN preserves the iconic Adriana Hoyos design signature, while evolving it through refined proportions, richer materiality, and expanded customization options.

"Today our products are designed with the discerning U.S. market in mind, and ORIGEN stands out for its refinement and innovative material selections like raffia applications and leather quilting," says Eduardo Perez, co-founder and president. "The development of this expansive collection additionally underscores our maturity as a global brand, our capacity as a vertically integrated operation, and our ability to excel at scale, while maintaining the highest quality standards."

Available to the design trade, upscale dealers, and select showrooms, ORIGEN launches with an emphasis on support for its buyers and specifiers.

"We approach a debut of this magnitude as a partnership with our customers," adds Perez. "Through product previews, immersive experiences and brand storytelling, we help them understand both the inspiration and the commercial opportunities behind ORIGEN. We're empowering them with versatile solutions for their trading areas and design projects."

The Adriana Hoyos showroom is open by appointment during High Point Market. To schedule a visit, write to Ben Radoll, vp, national sales: bradoll@adrianahoyos.com.

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ABOUT ADRIANA HOYOS

Adriana Hoyos is a luxury furniture brand known for its sophisticated, timeless designs and exceptional craftsmanship. With over 30 years of experience and a complete vertical integration of its operations, the company ensures quality and flexibility in every step of the production process, from sourcing to delivery. As a family-owned business, Adriana Hoyos continues to expand its global presence while maintaining its deep-rooted values of excellence and innovation. Among its many accolades, Adriana Hoyos was a 2017 Best of Year (BOY) Award nominee from *Interior Design* magazine. adrianahoyos.com