



# SARREID LTD.

SINCE 1967

## FOR IMMEDIATE RELEASE

Media Contact:  
Steadman Lanier, Director of Marketing  
252-230-5966  
sll@sarreid.com

### **Sarreid Ltd. Raises the Bar with Luxurious New Introductions and Collaborations**

HIGH POINT, NC – October 1, 2025 – Sarreid Ltd., renowned for heirloom-quality furnishings that balance timeless craftsmanship with innovative design, is proud to announce its highly anticipated introductions for Fall High Point Market 2025. This season, Sarreid unveils bold new collections, artisanal collaborations, and exciting expansions that reaffirm its position as a leader in refined, design-driven home furnishings.

“This season marks a turning point for Sarreid,” said Mickey Sharpe, Vice President of Creative & Design. “Our new introductions are more luxurious and elevated than ever before, with sideboards, seating, and tables that reflect a refined, modern sensibility while still honoring the craftsmanship and heritage our brand is built on. Designers can expect bold finishes, thoughtful details, and versatile styles that signal the exciting new direction of Sarreid’s look.”

#### ***Product highlights include:***

**Show-stopping Sideboards-** The latest offering of sideboards embodies a refined, upscale aesthetic with artisan finishes, custom hardware, and luxurious detailing that instantly elevate any space. Ranging from sleek modern profiles to timeless, classic silhouettes, they offer something for every design preference while staying true to Sarreid’s legacy of craftsmanship.

**Parquet Sideboard-** in Palladio finish and custom hardware

**Carillon Credenza-** in Bleached Oak with bronze hardware.





**Vero Collection-** The Vero Collection of tables makes its Market debut in two sophisticated finishes: Dark Walnut, rich and timeless, and Working White, crisp and versatile. Including a cocktail table, side table, and console table, this collection blends clean lines, functional storage, and elevated finishes—designs meant to transition seamlessly across styles.

**New Dining Chairs-** Sarreid expands its seating portfolio with dining chairs that embrace diversity of form: elegant faux bamboo silhouettes, sleek cane-back designs, and sophisticated upholstered styles. Each piece balances comfort with statement-making style.



#### ***New Collaboration:***

**Artisan Leaf Collaboration-** Sarreid is proud to unveil a unique collaboration with fellow Wilson, North Carolina–based Artisan Leaf—a company renowned for its innovative use of real tobacco leaves in artisan-crafted surfaces. This bespoke capsule collection of side tables celebrates their shared commitment to craftsmanship, artistry, and the rich agricultural heritage of our region.

#### ***Showroom Partnerships:***

Sarreid's High Point showroom located on the 3<sup>rd</sup> floor of the C&D Building will be layered with complementary artistry from celebrated partners:

- **Louise Gaskill Lighting** – Exquisite custom vintage glass lighting and drapery hardware and original artwork.
- **Trowbridge Art** – Luxury artwork, handmade to perfection.
- **Lacefield Designs** – Artisan design house of textiles and pillows.
- **Bostan Rugs** – Evolving age old processes into current, yet classic carpets.
- **Barrett Bergmann Home-** Signature fragrance and floral designs.

Together, these partners create a fully realized design environment that invites visitors to experience Sarreid's collections in a dynamic, lifestyle-driven setting.

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**About Sarreid Ltd.**

For nearly 60 years, Sarreid Ltd. has been creating heirloom-quality furniture that blends timeless craftsmanship with inspired design. From their home base in Wilson, North Carolina, and their showroom in High Point, they proudly serve designers and retailers around the world. Known for their signature Jupe dining tables — celebrated for their innovative engineering and classic style — as well as finely crafted casegoods, leather seating, and accents, every Sarreid piece is built to be as enduring as it is beautiful. Learn more [www.sarreid.com](http://www.sarreid.com)

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