

# S H E R R I L L<sup>®</sup>

## F U R N I T U R E B R A N D S

### FOR IMMEDIATE RELEASE

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### **'HOUSE OF DUVÄL' TO DEBUT AT APRIL 2026 HIGH POINT MARKET**

***New Brand Developed by Sherrill Furniture Brands  
in Collaboration with Luxury Interior Designer DuVäl***

**High Point, N.C., April 2026** — *House of DuVäl x Sherrill* is set to debut at the April 2026 High Point Market. The new brand, developed by Sherrill Furniture Brands in collaboration with luxury interior designer DuVäl, introduces a distinct design direction rooted in *New American Heritage*.

House of DuVäl reflects an updated design perspective defined by timeless and understated sophistication. Blending classic lines with modern comfort, it is heavily inspired by the rich textures and tailored finishes of menswear. The collection addresses a segment of the market DuVäl identified as underserved, offering furniture that complements Sherrill's existing portfolio while expanding the company's overall design narrative.

The brand will include pieces for the living room, dining room, bedroom, and home office, with versatile accent pieces that can be used throughout the home, delivering a cohesive aesthetic underscored by thoughtful proportions, luxurious materials, and practical functionality.

"We were drawn to Sherrill because we saw a clear opportunity to introduce furniture that feels more masculine, architectural, and grounded," said DuVäl, Owner and Principal Designer of DuVäl Design. "From the start, it was important that this collection would complement, not compete with, their existing brands.

"Equally important was identifying a partner with the manufacturing capabilities to bring this level of detail and construction to market. Sherrill has the experience, infrastructure, and manufacturing expertise to execute at a high level. Just as important, their culture and values align with how we operate," he added. "The partnership made sense creatively, operationally, and strategically, and I am ecstatic to launch it in High Point this spring."

DuVäl is an award-winning interior designer turned product designer and founder of DuVäl Design. His work has been featured in leading publications and show houses nationwide. In addition to designing furniture and wallcoverings for major industry brands, he maintains an active role in design leadership and advocacy.

“DuVäl began as a friend of the brand, then that relationship evolved into something more,” said Sydney Wells Martin, Vice President of Marketing for Sherrill Furniture Brands. “He identified a gap in both our assortment and the broader industry and approached us with a clear plan. With a deep understanding of what retailers and designers are looking for, he also knows how to be a strong, collaborative partner. That alignment is essential to the success of a licensed brand.”

Tom Zaliagiris, Senior Vice President of Sales and Marketing for Sherrill Furniture Brands, added, “DuVäl brings a fresh perspective and a strong design voice that expands our reach while reinforcing our commitment to quality and craftsmanship. His vision supports our 80-year heritage while helping position us as a design-driven leader for the future. We look forward to introducing House of DuVäl to the industry in April.”

The company is planning a formal launch event on the 3<sup>rd</sup> floor of the Sherrill Furniture Brands High Point showroom located at 315 Fred Alexander Place at 5pm on April 24, 2026, during High Point Market. Additional product details, including accessory product partnerships, will be shared closer to Market.

#### **ABOUT DUVÄL**

DuVäl is an award-winning interior designer turned product designer and the founder of DuVäl Design. His work has been featured in leading publications and show houses nationwide. In addition to designing furniture and wallcoverings for major industry brands, DuVäl maintains an active role in design leadership and advocacy. A serial entrepreneur, he owns multiple design-related businesses and mentors designers on building scalable, profitable firms. For more information, visit: [duvalreynolds.com](https://duvalreynolds.com).

#### **ABOUT SHERRILL FURNITURE BRANDS**

Founded in 1945, Sherrill Furniture Brands remains a privately held, family-owned business, now proudly operating under third-generation leadership with the fourth generation already taking root. As a powerhouse in the industry, Sherrill and its esteemed family of brands—including Sherrill Furniture®, Hickory White®, Sherrill Occasional®, Precedent®, MotionCraft®, Whittemore-Sherrill™, Lillian August® for Hickory White®, and Mr. & Mrs. Howard for Sherrill Furniture®—craft high-end, luxury furniture for designers, trade professionals, and leading furniture retailers across the United States and Canada. For more information, visit: [sherrillfurniture.com](https://sherrillfurniture.com).

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