



THEODORE ALEXANDER

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**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Theodore Alexander Celebrates 30th Anniversary

Anniversary celebrations to take place during October's High Point Market.

July 29, 2026; High Point, NC— For thirty years, Theodore Alexander has set the standard for luxury hand-crafted furniture, combining unique designs with uncompromising craftsmanship for customers around the nation and the world.

Founded in 1996 by antiques dealer and industry visionary Paul Maitland-Smith, Theodore Alexander set out to redefine luxury furniture through original design and exceptional craftsmanship. Recognizing the extraordinary talent of artisans around the world, the company became one of the first in the industry to manufacture in company-owned facilities in Vietnam, producing distinctive furniture through masterful woodworking, hand carving, hand painting, and the use of diverse wood species. Thirty years later, Theodore Alexander remains family-owned and continues to uphold that founding vision by crafting exceptional furniture in its company-owned facilities in both Vietnam and North Carolina.

Throughout its 30-year history, Theodore Alexander partnered with some of the world's most respected names in the industry, including celebrated collections with Alexa Hampton, Judith Leiber, and its longest-running collaborator, Charles Spencer, 9th Earl Spencer.

The Althorp Living History Collection with Lord Charles Spencer represents one of Theodore Alexander's most enduring and distinguished partnerships, spanning more than two decades. Inspired by the extraordinary furnishings of the Althorp estate, the ancestral home of the Spencer family in the English countryside, the collaboration began when Paul Maitland-Smith approached Lord Spencer with the vision of faithfully recreating pieces from the family's historic collection. During the initial assessment of the estate, the team documented nearly 3,000 remarkable designs, forming the foundation of the first Althorp Living History Collection, which debuted in 2006. Following Maitland-Smith's retirement, Theodore Alexander expanded its collaboration with the launch of the Spencer Collection in 2024, inspired by the way the Spencer family lives in their London homes today.

While cultivating a loyal following, Theodore Alexander has expanded its collections from historically inspired traditional furniture to also include more modern styles, evolving into a complete whole home brand offering American-made upholstery, lighting, rugs, and artwork across a range of luxury price points. Throughout its growth, the company has remained steadfast in its commitment to exceptional craftsmanship, even forging custom hardware in its own foundry so every detail is thoughtfully designed to complement its furniture.



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Over the last two years, Theodore Alexander has invested significantly in US-based expansion. In 2024, Theodore Alexander purchased a 200,000-square-foot US headquarters facility in Trinity, NC, to bring its operations, customer service, US-based upholstery manufacturing, and warehouse and distribution services under one roof. The move improves efficiencies and strengthens Theodore Alexander's commitment to first-class client services. In 2025, Theodore Alexander purchased a free-standing High Point showroom at the north end of Hamilton Street in the High Point design district, making its official debut later that year. Lastly, in 2025, Theodore Alexander opened its first retail-friendly showroom and design center in the Long Island suburb of Manhasset, New York.

"Over the past five years with Theodore Alexander, I've come to appreciate what makes this company truly exceptional," says Ed Teplitz, President of Theodore Alexander. "From the very beginning, Paul Maitland Smith was a pioneer, establishing a dedicated factory for the brand rather than relying on outside manufacturing. That legacy continues to give us a distinct advantage today. Owning our own factory gives us complete control over quality, craftsmanship, and production, while allowing us to combine a wide range of materials and techniques that set our furniture apart. It also enables us to better manage lead times, maintain consistent quality, and deliver the level of service our customers have come to expect."

"As we celebrate Theodore Alexander's 30th anniversary, we're proud of how the company has evolved while remaining true to the values that have defined us from the beginning. Our enduring commitment to craftsmanship, both here in the U.S. and through our company-owned manufacturing facilities abroad, continues to guide everything we do. This fall, we're excited to honor our heritage by reintroducing select retrospective designs, bringing back some of our most beloved pieces for a new generation while celebrating the timeless appeal of great design."

Retailers, designers, and trade professionals are encouraged to see all new introductions and collections online at www.theodorealexander.com, or visit one of the brand's three showrooms in High Point, NC, Manhasset, NY, or Las Vegas, NV. Theodore Alexander is now booking sales and press appointments for fall 2026 High Point Market, with in-person tours available from October 15 through October 21. Theodore Alexander will celebrate its 30th anniversary alongside Architectural Digest with a special Friday evening party during High Point Market on October 16, beginning at 5 p.m. All Market attendees are invited to join the celebration. For more information, please visit www.ta-party.com.

About Theodore Alexander:

Founded in 1996, Theodore Alexander has become synonymous with high-quality home furnishing products that adorn interiors throughout the world. With a commitment to detail and the use of fine materials, every product is meticulously designed and crafted in its factory-owned facilities to bring impeccable pieces to discerning customers. Evolving with its customers, Theodore Alexander now embarks on a new era that looks to expand the brand's footprint further into upholstery, lighting, rugs, and artwork while maintaining a focus on its renowned casegood production. With a vast network of to-the-trade showrooms and luxury home furnishings retailers at the core of its identity, Theodore Alexander prides itself on its fine craftsmanship, accessibility, versatility, and its whole home offering. For more information, please visit www.theodorealexander.com.