



THEODORE ALEXANDER

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**PRESS RELEASE
FOR IMMEDIATE RELEASE**

**Theodore Alexander Marks 30 Years with New Collections and Weekend Programming at
October High Point Market**

*Events include a party with Architectural Digest, a book signing with Douglas Friedman, and lunch with
Alexa Hampton.*

September 4, 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. This fall at High Point Market, Theodore Alexander will celebrate its anniversary in a big way.

Theodore Alexander will kick off its anniversary celebrations on October 16 with a Friday evening party in partnership with *Architectural Digest*. The evening will be hosted by Mel Studach, Senior Editor of AD PRO, alongside designer co-hosts Alexa Hampton, Rasheeda Gray, and Lisa Shaffer. From 5:00 to 8:00 pm, Theodore Alexander invites guests to raise a glass and enjoy live music, delicious, passed bites, and cocktails made for celebrating. RSVPs are required and can be submitted at TA-Party.com.

On Saturday afternoon, Theodore Alexander welcomes famed photographer Douglas Friedman for his inaugural visit to High Point Market, where he and moderator Parker Bowie Larson will discuss what makes interior photography truly editorial-worthy. Following the discussion will be a signing of Friedman's new book, *Full Spectrum: Interiors & Portraits*, published by Vendome Press, featuring a vibrant tome of homes and portraits of cultural icons, including Martha Stewart, Giorgio Armani, Snoop Dogg, and Serena Williams. Guests planning to attend this event can RSVP at TA-RSVP.com.

Capping off the weekend, Theodore Alexander design collaborator Alexa Hampton will host a "Pink Out" Sunday lunch, bringing the design community together in support of City of Hope and its mission to advance breast cancer research and work toward a cure.

The Theodore Alexander showroom will be brimming with new introductions, starting with its **Heritage Collection**, a curated offering that celebrates three decades of Theodore Alexander design by bringing together beloved pieces that reflect the brand's artistry, craftsmanship, and enduring character, with modified proportions and functionality refined for today.

The **Voyager Collection** draws on the romance of grand adventure and storied exploration, evoking a life well-traveled. Crafted in distressed oak and accented with embossed leather, each piece balances traditional character with relaxed sophistication. Layered textures and classic forms create a warm, welcoming presence, available in Caravel Oak and Compass Brown finishes.

Theodore Alexander continues to grow its design partnership with master cabinetmaker **Stephen Church** and fashion brand **Judith Leiber Couture**. Stephen Church debuts a new **Greenwich Collection** that features classic English designs with richly figured veneered surfaces, tapered legs, brass caps, a touch of



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classical ornamentation, and elegant silhouettes that bring balance and poise to interiors. Judith Leiber Couture additions introduce a dramatic ombré finish that shifts from deep, smoky tones into a warm, gilded base with its Zeal coffee table, side table, and drinks table. The collection also adds to its creamy lacquer-finish casegoods, enriched with hand-painted surfaces in layered, pearlescent tones that add depth, artistry, and subtle movement.

Motion furniture expands under the leadership of Robin Hoff, Senior Vice President of Upholstery Merchandising. Visitors will discover three new motion collections and a new motion chair, expanding Theodore Alexander's offering of sophisticated, design-forward motion furniture. The newest Santino Sofa will also be on the showroom floor, featuring brushed oak side details crafted to combine durability with a soft, welcoming feel. At the same time, Hoff continues to expand Theodore Alexander's US-made upholstery program, serving the trade community with a robust offering of frames, in-stock fabrics, 8-way hand-tied details, and COM options.

Throughout its 30-year history, Theodore Alexander has redefined luxury furniture through original design and exceptional craftsmanship, becoming 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.

"Theodore Alexander is remarkable in many ways," says Ed Teplitz, President of Theodore Alexander. "We have cultivated a loyal following with a diverse portfolio ranging from historically inspired traditional designs, including our longstanding Althorp Collection with Lord Charles Spencer, to contemporary collaborations such as Judith Leiber Couture. Our partnerships with designers like Alexa Hampton, along with the addition of American-made upholstery, lighting, rugs, and artwork, have helped us evolve into a complete whole-home brand. With trade showrooms in High Point and Las Vegas, our Manhasset design center, and a new 200,000-square-foot U.S. headquarters in Trinity, NC, we remain focused on expanding our presence while delivering exceptional service and remaining family-owned."

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. For those not attending High Point Market, new introductions are expected to be released online in Spring 2027 and on the brand's Manhasset and Las Vegas showroom floors by early 2027.

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.

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