



FOR IMMEDIATE RELEASE

CONTACT: Jess Berkwitz
Director of Marketing
press@selamatdesigns.com
650.243.4840 x210

SELAMAT DESIGNS TO HOST A DIGITAL PRODUCT LAUNCH IN LIEU OF HIGH POINT MARKET

SAN FRANCISCO, CA, April 17, 2020— Selamat Designs will be hosting a [Virtual Product Launch](#) via Zoom on Thursday, April 23 at 11am PST / 2pm EST, in lieu of the cancelled Spring High Point Market.

Hosted by Selamat's Creative Director and co-owner Shannon Davis, the presentation will discuss this season's design trends and Selamat's latest collection launches. Attendees will also get an exclusive look at the vignettes and new styles they would have seen in the brand's High Point showroom.

The High Point Spring Market was officially cancelled yesterday due to ongoing impacts and government restrictions stemming from COVID-19. Previously, the market had been postponed from April to mid-June.

"We were excited to show off our latest collections at market, but we're now excited to present them in this new, socially-distant way," says Davis of the decision to host the launch digitally. "We want to continue to foster existing relationships and build new ones, and the best way we know how is face-to-face, even if that means on Zoom."

Selamat is launching several new indoor/outdoor collections this season, as well line extensions for some of their best sellers. Highlights include the outdoor-suitable [San Blas collection](#), which consists of a [hanging chair](#), [bench](#), [swivel chair](#) and [lounger](#), and the [Healdsburg Small Swivel Chair](#), a smaller version of their popular [Healdsburg Swivel Chair](#) that can ship ground. All new introductions are positioned for in-stock arrival dates by late June.

Based in the Bay Area, the Selamat Designs team often credits their surrounding environments with providing inspiration when designing new products and collections, many of which are named after cities throughout California.

"Our new collection reflects the varied landscapes of our homes, from breezy coastal dining capsules to loungers and graphic planters that pay homage to the dry desert," says Davis of their [spring capsule](#).

High Point Fall Market is scheduled for October 17-21 and both Shannon and the Selamat Designs team are eager to get back to reconnecting with their customers in the showroom.

"One of my favorite things is talking to people at market about their business and how our company can help theirs, says Davis. "So much of what we do is built on professional relationships that turn into friendships."

For more information and event details, visit <https://www.selamatdesigns.com/events/spring2020-highpoint-launch-event>

###