

MOE'S

home collection

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FOR IMMEDIATE RELEASE

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Moe's Home Is Heading to High Point Market for Their 22nd Year, Introducing Over 300 New Intros Showcased in Newly Expanded Showroom



After a successful, introductory glimpse of their newly remodeled showroom at High Point's Pre-Market back in April, Moe's Home Collection has announced they will be showcasing over 300 new intros for June's Market, running June 5th-9th. Best known for their vast assortment of furniture, lifestyle products and home décor, this will be the Vancouver-born brand's 22nd year attending North Carolina's High Point Market.

Re-designed and reimagined to provide an unrivaled shopping experience for its wholesale customers and designers, MHC's new space is 50% larger than their previous showroom with over 15 000 ft². Situated right by the escalators in the IHFC Building, Commercial Wing, they can be found at #C302.

"Being a lifestyle brand & product-focused company, we are always excited to bring hundreds of new products & our collections to High Point. Now, we are even more excited with our move into a larger showroom that allows even more opportunity to stage the products." - Moe Jr. Samieian, Moe's Home President of Wholesale

From the lens of their 2021 key trends and directions, MHC's custom-built showroom will house a journey-led experience for industry guests and buyers, touring them through various settings, including living, dining, bedroom, office and outdoor alongside all their newest accents. Floor highlights will hold a natural progression of light to deep tones, an organic gradient of wood types, thoughtful mix of texture, materials and design elements from each key direction.

Pared-back in simplistic faux concrete, from the lighting to the finishes, to the gentle touches of eye-catching greenery and ultra-black wood accents, every detail of this new showroom was designed in-house to suit their needs. A new product gallery section will feature back-lit cubed millwork for height play with smaller items such as nightstands, accent and dining chairs.

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"We are at a 41% mix of new introductions & a 21% floor density with our key vignettes situated throughout the showroom. A significant focus was placed on showcasing materiality & tactility throughout dynamic room settings. We highlight a lot of unexpected pairings that display the versatility of our assortment. As you tour throughout the showroom, you'll see we're beginning to introduce darker woods to our material assortment, deeper walnuts paired with calming neutrals for natural warmth & appeal." – Joe Eckersley, Visual Planning Manager

Highlights include:

- **Showroom floor density is at 21% with a 41% mix of new introductions**
- **Visual showcase of 2021 key trends & product directions including calming neutrals, comforting curves, natural fibers & sculptural forms; and**
- **Gallery walls situated throughout the floor to showcase a curated collection of artwork & wall décor**

Alongside beautiful window displays, gallery walls, added plinths and a bright focus on materials and tactility, their newest introductions lift the connection we can have to our surroundings with duality, purpose, comfort and poise.

Everything you'll see at Moe's Home Collection's new High Point showroom is an artful and industry-leading reflection of this brand's recent and rapid growth.

With all COVID precautions in place, social distancing, sanitization stations & the use of face masks will be compulsory to ensure the safest market experience. Moe's sales representatives will be scheduling appointments with their customers & their showroom will be open 8 am until 6 pm each day. Please get in touch with Sidney Stout if you wish to book an appointment, SStout@moeshome.com.

Unable to attend High Point Market this year? Visit moesdigitalmarket.com for an enhanced digital tradeshow experience.

About Moe's Home Collection

Creative expression, quality products, innovative and unique pieces – Moe's Home Collection is design made simple. For over thirty years, our family-owned business has dedicated our time to enriching our customers' lives by transforming their everyday living space into their dream oasis with design and passion.

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