

FOR IMMEDIATE RELEASE
Spring 2023

Varaluz Casa Introduces New Mirror and Decor Collections at High Point Spring Market 2023
High Point Market Square - 204, Floor 2

(HIGH POINT, NC) –Bringing a range of influences into the home—from punk rock to 70s fashion and Memphis style—[Varaluz Casa](#), the home décor line of [Varaluz](#) Lighting, introduces an array of exciting, new products at High Point Spring Market, April 22-26, 2023.

Varaluz founder and lead designer Ron Henderson describes the design aesthetic behind the new additions as Mod Familiar, informed by decades of art and pop culture references. “With this new range, we are embracing the Memphis movement idea of art for art’s sake,” says Henderson. That concept is explored in accent furniture, mirrors, wall art, and more. This work serves as a springboard for starting a conversation, sparking memories, and taking part in bigger trends found in arts and culture.”



Kato mirror



Kato end table



Kato nesting coffee table and ottoman

Among the highlights of the new collections is the **Kato** integrated ottoman and coffee table in a dual carbon black and Havana gold finish. The ottoman can nest inside the table, serve as an extension of it, or be used separately. In the same finish, side and coffee tables complete the line.

MIRRORS

Varaluz Casa’s premieres a new offering in mirrors by design talent Tamara Day, host of Magnolia Network’s *Bargain Mansions* in partnership with Varaluz. The series includes: **Not Baroque-en**, inspired by the 70s Baroque and scallop style mirrors; **Hex No** is characterized by its nonagon shape—unexpected, fresh, and organic; and the vertical, rectangular **Carlton** mirror features scalloped, notched, arched corners.

Tamara Day



Not Baroque-en



Hex No



Carlton



Decanter



Lagoon



Fun Trap



Who Do Ya' Love

In addition, Varaluz Casa is offering a new, playful series inspired of mirrors inspired by shaped, objects and nature, including: **Decanter**, a perfume-bottle inspired form; **Lagoon**, a versatile shape that can be positioned in multiple orientations; **Fun Trap**, a beveled pentagon silhouette; and **Who Do Ya' Love**, a whimsical take on a selfie mirror.

WALL ART



Mr. Brainwashed



Danny



Bauhaus Eye

The art of French painter Maurice Utrillo—known for his vertically elongated landscapes—for a new line of completely handmade, unique wall art known as Leaf of Faith featuring heavy textures including leafing, plaster, and tissue paper. Texture is a theme that runs through **Mr. Brainwashed**, wall art inspired by 80s album covers and fashion. The 80s feature heavily in **Social Climber**, inspired by Apple Macintosh advertising from this decade and current day quests for the most social likes, as well as **Danny** and **Bette**, colorful recycled steel wall sculptures inspired by Memphis style. **Bauhaus Eye**, recycled steel wall sculptures in black or gold, inject an element of Bauhaus into any design.

CERAMICS

Varaluz is also reintroducing Varaluz Ceramics, a line of handmade vases and pots. The line includes **Avesta**, inspired by Utrillo—and **Urbino, Tilde, Potty, and Otto**, designed with rustic, Bauhaus, and Memphis influences in mind.

“Stretching further into décor and ceramics reflects our position as a lifestyle brand,” says Henderson. “These new collections dive deep into cultural and art movements for inspiration in unique ways, offering designers and consumers limitless ways to reimagine their homes.”

The collections, both new and expanded, are available through Varaluz’s authorized decorative lighting showroom dealers.



Otto

Urbino

Tilde

About Varaluz

Varaluz is an innovative luxury lighting, home goods, and lifestyle brand dedicated to sustainability and preserving the artistry of hand-finished details. Founded in 2007 by creative director and lead designer Ron Henderson, the company draws inspiration from disparate sources ranging from aerospace and architecture to fashion and pop culture. Varaluz has permanent trade-access showrooms in Dallas Market Center-Texas and High Point Market-North Carolina. For more information, visit www.varaluz.com.

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