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## Abbyson Hosts High Point Market Event with Leading Designers, “Key Ingredients To Building A Successful Design Business”

**Tuesday, September 25, 2018** - (Los Angeles) – Abbyson will host an informative event during High Point Market, “Key Ingredients To Building A Successful Design Business” on Sunday, October 14<sup>th</sup> at 3:00 pm, sponsored by Ivy.

The complimentary networking event and panel discussion will be held at Abbyson’s IHFC showroom (Floor 11 #C1156). Guests should RSVP at [events@abbysonliving.com](mailto:events@abbysonliving.com) as limited space is available and will reach capacity quickly. The first 100 RSVP’s will receive an Abbyson phone charging pack, a Highpoint Market essential!

Learn from the talented designer, well-known author and Palm Springs based product designer, Christopher Kennedy, LA-based lifestyle author, designer, and social media consultant, Anne Sage, and award-winning interior designer, product designer, and artist extraordinaire, Jackie Von Tobel, about the strategies they have developed to run profitable design businesses. The panel will be moderated by Ivy Guru, Reisa Elden, and Laiza Cors, co-founder of Influencd.

The panel discussion will kick off at 3:00pm with champagne followed by hors d’oeuvres and mingling with the panelists and fellow designers.



**Jackie Von Tobel** switched up her long and fulfilling career in interior design to sharing her creative vision with peers in the industry as a best-selling author. Through writing Jackie unlocked a door to her true passion, product design and art, to become an award-winning Interior Designer, Product Designer and artist. Since 2010, Jackie has devoted her career to learning the skills needed to design and produce beautiful, happy, on trend, home decor products and art. Jackie continues to be an educator and mentor in the industry through speaking as a leading industry expert and is also

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the Co-Founder of Soft Design Lab, an online think tank and creative community dedicated to the specific needs of designers and manufacturers who work in the soft furnishings space.

**Christopher Kennedy** brings a synthesis of big-city style and relaxed resort living to his work. Dubbed “The Ralph Lauren of the West Coast”, Christopher is a prolific designer with a growing product brand that exemplifies the modern California lifestyle. Combining Jet-Set nostalgia with California modernism, Christopher’s work and products have been featured by Dwell Magazine, Luxe, Interior Design, Elle Décor, California Homes, Traditional Home, Coastal Living, California Home + Design, Architectural Digest and The Los Angeles Times.

**Anne Sage** is a graduate of Stanford University, Anne was a consumer strategist in Manhattan prior to becoming a full-time content creator, stylist, and designer. She started her blog The City Sage in 2008 and still maintains it today. In 2010, she co-founded the online lifestyle publication Rue Magazine; and in 2016 she co-founded Light Lab, a creative studio and design firm in Los Angeles. Anne is also the author of an interiors book entitled Sage Living, which was published by Chronicle Books. Most recently, she joined the team at Influencd, an online platform and agency that connects social influencers with home and design brands for campaigns. Anne lives in Los Angeles with her husband and their four (yes, four!) pets.

The [Abbyson Design Trade Program](#) is an exclusive program dedicated for Interior Designers and Retailers. The Abbyson Trade program offers members a personal in-house liaison, exclusive trade pricing, access to over 2000 SKU’s, swatches upon request, Freight Club services and more.

“Launching Abbyson’s Design Trade Program has fueled relationships with interior designers around the country, and they are always seeking new solutions and automation to help optimize their business and projects. Partnering on an educational and networking event with tech leader Ivy and top designers will enable us to share successful tools and practices that can help designers and retail professionals run more profitable businesses,” said Yavar Rafieha, President of Abbyson.

### **About Abbyson**

Abbyson unites stylish designs and statement looks through an integrated model to fulfill savvy customers that seek value, speed and quality. With our strength and experience in supporting today’s largest e-commerce retailers, we offer a state-of-the-art infrastructure and customer service to enable today’s demanding multi-channel retail models. As a family company, Abbyson believes our relationships and strategic partnerships are of the highest value.

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