

# south+english

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## DESIGN VETERANS STEP OUT FROM BEHIND-THE-SCENES TO FORM NEW COMPANY

*South + English Penultimate Launch at October High Point Furniture Market*

Longtime creative collaborators and cohorts Palmer Smith and David Ebbetts announce the formation of a new home décor brand, South + English, premiering at the Fall HPMKT, October 18-23 in Salon, Suites at Market Square (G-6041). This penultimate launch – a first look at the emerging new collection – will include case goods, upholstery, mirrors, objet d’art, and fine art reproductions (giclée and canvas). Over 50 new pieces will premiere in October, with a broader assortment in development for 2020.

South + English synthesizes inspiration from the American South – Smith’s roots – and England. Ebbetts hails from London. Styles converge at South + English. Discord dissolves. The result is an aesthetic and designs that are all at once hip (South) and classic (English).

South + English co-founders Smith and Ebbetts note a twofold product development strategy.

According to Palmer Smith, “First, the South + English design vibe is essential. For us, this is really instinctual and also based on our understanding of the marketplace – what designers, retailers and consumers want.”

David Ebbetts continues, “Secondly, exclusive sourcing partners bring South + English ideas to life – with our involvement every step of the way. Integrity of creative concept and manufacturing process are both essential in our mix.”

While South + English is an all-new enterprise, Palmer Smith and David Ebbetts have vast design industry experience. One might say High Point Market is a homecoming for the duo, save for the fact that they have never really left.

Ebbetts co-founded Mr Brown London with Julian Chichester in 2010, and ran the U.S. operations for the Julian Chichester and Mr Brown London brands for over a decade. Ebbetts is a entrepreneur, product designer, supply chain expert and strategist. South + English is a natural creative and career progression for Palmer Smith as well. Smith is an accomplished product designer, antique dealer, visual stylist and an acclaimed painter, under the brush name Linwood. Smith's resume also includes a long tenure with the Julian Chichester and Mr Brown London brands.

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