

INTRODUCING

## Bria Hammel



### Why I Haven't Missed High Point Market in a Decade

For the past ten years of owning Bria Hammel Interiors, attending High Point Market has been a non-negotiable for our design studio. From spotting new trends and sourcing unique products to building relationships and fostering team bonding, the benefits have truly been remarkable for our business. Today, I'm excited to take over High Point Market's blog to share why it's been so vital for our brand.

### Spotting New Trends and Product Assortments

Maybe the most obvious reason, attending Market allows us to keep up with the latest trends and discover new product assortments. Being at the forefront of what's new in the industry ensures that we can offer our clients the most current and exciting design details for their spaces. It allows us to bring fresh ideas and thoughtful design to our projects.

### Sourcing Unique Products

One of the main reasons we attend Market is the ability to source products that we wouldn't be able to find elsewhere. From one-of-a-kind pieces to exclusive collaborations, High Point Market provides access to a wide range of vendors and brands. This allows us to curate a unique and diverse selection of products for our clients, ensuring that their spaces stand out from the crowd.

### Building and Maintaining Relationships with Brands

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### Efficiency in Bringing Designs to Life

Seeing and testing out products all at once during Market creates a huge efficiency for our team. It allows us to gather a wealth of information and inspiration in a short amount of time. This means that when we're back at the studio, we can focus on bringing our

designs to life, knowing that we've made informed decisions based on firsthand experience with the products.

Being able to see, touch, and experience products in person is essential for assessing their scale, quality, and comfortability. While online catalogs and images can provide a good starting point, nothing compares to seeing the products firsthand. It allows us to make informed decisions and deliver the highest level of satisfaction to our clients.

### Bonding Opportunities

Attending Market together creates bonding opportunities for our team members. It's a chance for us to spend time outside of the studio, share experiences, and explore the latest trends together. This strengthens our team dynamic and fosters a supportive and creative work environment.

### Growing Relationships with Peers and Fellow Designers

Finally, attending Market also allows us to grow relationships with peers and fellow designers in the industry! It's an opportunity to connect, collaborate, and learn from each other's experiences. I've met some of my best friends through High Point Market and have been able to stay in touch with them as deeply as I have because we know we'll see each other twice a year.

We firmly believe that staying connected to the industry and immersing ourselves in the Market experience allows us to provide the best service and designs to our clients. Here's to another decade of Market attendance and continued growth in our design journey!