

INTRODUCING

Denise McGaha



From Style Spotter and Interior Designer to Interior Designer and Product Designer

Hello! I am Denise McGaha, and I am an alumna Style Spotter for High Point Market this fall of 2023. I wanted to share with you my personal experience of being a Style Spotter and an interior designer, and then moving into the role of being an interior designer, Style Spotter and product designer.

It has been nine years since I was originally a Style Spotter for High Point Market, and in that time, the market has changed, my career has changed, and being a Style Spotter has opened up an inordinate amount of opportunities to me in the past nine years. So being an original Style Spotter, one of the best benefits of having that role and being an interior designer that comes to High Point Market to shop for product and meet new manufacturers is just that. I was given the opportunity to make so many relationships with new manufacturers. I found so many great new products over the years and especially being a Style Spotter and highlighting the latest and greatest and looking for trends or new designs that are available in the market. High Point Market is absolutely the best place for anyone to do that, especially if you're a designer in the industry.

And over the years, I've been given the opportunity to find manufacturers that we loved working with, but that were also looking for opportunities to promote their brands. I've grown my brand through the years, I've had

a wonderful and robust Instagram following that has been along for the ride. So some of you that have followed me for many, many years, you've seen the trajectory of my career as a designer and now I like to have the title of product designer as well.

I have done collections through the years and most recently at the upcoming market for fall of 2023, I will be launching my fabric and wallpaper collection for Vervain fabrics. I have a collection of lighting and accessories and small furniture for Wildwood that was launched in spring of 2023, and I credit so much of those opportunities to the relationships I've made in High Point. Having the opportunity to purchase product for our projects, to really become a player with a brand where we are heavily invested in their designs has been instrumental in the growth of our firm. I can't say enough about being a High Point Style Spotter.

I can't say enough about how important it is for you as a designer to attend High Point Market, and I owe a lot of my product design success to the relationships I have made there. I hope you will follow along, and look forward to sharing with you what I have in store for the products I think are the brightest and best products at High Point Market this fall in 2023.