

# THE HIGHPOINT FURNITURE MARKET:

## A Look into What's New in the World of Design

By Tracee M. Bomberger

This month Trade Mark Interiors, Inc. took the opportunity to travel to Highpoint, North Carolina to attend The Highpoint Furniture Market. The intention was to gain insight on what new products are being introduced this year. Attending this event is an excellent way for Interior Designers to discover the latest and greatest products out there and pass this information along to their clients.

### Market History

The Highpoint Furniture Market is the largest furnishings tradeshow in the world and has been around for a large number of years. In fact, April of 2009 marked its 100<sup>th</sup> anniversary. Over the past 50 years the market has moved from New York to Grand Rapids to Chicago and then eventually staying in Highpoint. The reasoning for that makes great sense, 60 percent of the furniture in the United States is manufactured within a 100 mile radius of Highpoint. Each year the show is held in April and October, running for 6 days each time drawing in attendance around 85,000 people.

### The Benefits of Market

The market is not open to the public, so it's a great way for consumers to get information from their Interior Designers on what new products are available before they are launched in stores 6-8 months after The Highpoint Furniture Market. Also, every April and October, more than 2,000 makers of living and dining room furniture, upholstered pieces, accessories, lighting, art, rugs and bedding introduce new merchandise here. The choices of products are endless, there really is something for everybody since various price points, styles and categories are displayed.

### What Was Seen at Market

New designs seen at this market included the extensive use of color and patterns in the accessories, metallic finishes and accents, numerous uses of glass and the widespread use of grey weathered wood finishes. These elements were displayed in a large number of the showrooms and seemed to be a theme throughout.

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**Why It's Important to Know "What's New"**

One of my goals as an Interior Designer is to provide my clients with the most up-to-date product and design ideas and attending market aides me in doing so. Having current furniture and furnishings adds value to a home from a comfort, function and resale standpoint. With the variety of products available at The Highpoint Furniture Market, I am able to get a grasp of the current direction Interior Design is taking and pass this information along. With this knowledge, I can offer my clients access to merchandise that they wouldn't find anywhere else.

Tracee Bomberger, one of Southwest Florida's most prominent interior designers, provides services to luxury homeowners throughout the Sarasota area. For more information about The Highpoint Furniture Market products - or Trademark Interiors full range of services – contact her at 941-228-6574, or visit her website at [www.TradeMarkInteriorDesign.com](http://www.TradeMarkInteriorDesign.com)