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**ALDEN PARKES TRANSFORMING HIGH POINT MARKET SPACE INTO A ‘SHOWHOUSE IN A SHOWROOM’**

*First-ever event at market will feature the work of seven interior designers in the
Hamilton Wrenn Design District showroom*

**Jacksonville, Fla. (August 6, 2018)**— High-end furniture manufacturer Alden Parkes is kicking off the October High Point Market with a one-of a-kind event – a Showhouse in a Showroom. This unique concept will feature the work of seven well-known interior designers who will transform rooms into works of art, using Alden Parkes’ case goods and upholstery. The designers will also have access to products from partner companies, including bedding from Eastern Accents, rugs from Capa Rugs, and tabletops from Replacements Ltd.

“We love to shake things up, for our retailers and designers,” says Alden Parkes CEO, Lynne McArdle. “We wanted to showcase how our products and designs can work in many different rooms and styles, so we created a unique and exclusive event that will highlight each designer’s individual style. We’re big fans of the many stunning showhouses that are produced in the design community, and we thought this would be a fun and exciting way to transform our showroom for the fall market.”

The seven design companies participating in the Alden Parkes showhouse concept offer diverse styles and viewpoints. They include:

* Billy Ceglia of Billy Ceglia Designs in Sandy Hook, CT (billyceglia.com)
* Jeanne Chung of Cozy Stylish Chic in Pasadena, CA (cozystylishchic.com)
* Kara Cox of Kara Cox Interiors in Greensboro, NC (karacoxinteriors.com)
* Cynthia Ferguson of Cynthia Ferguson Designs in Toronto (fergusondesignsinc.com)
* Shay Geyer of IBB Design (ibbdesign.com)
* Jeanine Hays and Bryan Mason of AphroChic in Brooklyn, NY (aphrochic.com)
* Kimberly Perron of Resort at Home in Jensen Beach, FL (resortathome.com)

“Each of our designer partners has a very different design style, which we love,” says McArdle. “I can’t wait to see how they interpret our product offerings in their own individual spaces!”

The Showhouse in a Showroom will kick off on Thursday, Oct. 11, and will run through the end of High Point Market on Wednesday, Oct. 17. Alden Parkes showroom is open from 8 a.m. to 7 p.m. each day.

Alden Parkes will host a social event to kick off the festivities on Saturday, Oct. 13 from 3 p.m. to 5 p.m., with designers on hand to talk about their design concepts. The designers will also appear on a panel on Saturday, Oct. 13, at 2 p.m. where they’ll talk about the importance of finding your niche as a designer and how it helps improve your business.

Alden Parkes is also the site for the Design on High Point Market CEU seminar program each market,
co-sponsored by International Market Centers. CEU seminars are offered Saturday, Sunday and Monday in the Alden Parkes Showroom.

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**About Alden Parkes:**

Alden Parkes is a high-end furniture manufacturer based in Jacksonville, FL owned by entrepreneurial veterans Lynne and Khrys McArdle. Alden Parkes offers an extensive line of home furnishings: upholstery, chairs, occasional tables, dining, cabinetry, bedrooms, and mirrors. Their commitment to quality begins with materials. Premium woods, from solid mahogany to weathered driftwood acacia, are masterfully carved by hand and paired with solid brass hardware. Finishes range from deep brilliant sheens to subdued, casual distressed applications.