**Skovby**January 11, 2019

**New High Point Showroom**

For this year’s High Point Spring Market **Skovby** will move its showroom from the IHFC building to **220 Elm, Showroom 331.**

Skovby is internationally recognized for its dining tables, chairs and cabinetry in clean design, high functionality and craftmanship. The ambition this year is to create a more powerful synergy between the Skovby pieces and their surroundings.

*“With this move we can show our modern furniture in an international environment. 220 Elm has a very clean look inside and out, and we will be surrounded by international colleagues. The whole concept just fits very well with where we are going”,* says Lars Moller, Sales Manager in North America.

**Increasing sales in North America**

Skovby is experiencing a growth in sales in North America, and Skovby believe that America has an increasing interest in Danish design and the ‘brand’ *Made in Denmark*.

The larger showroom # 331 on the 3rd floor of 220 Elm is therefore a great opportunity to show more variety and bring designs and finishes in international looks Skovby normally would not be able to show.

**For further information please contact:**

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