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**SARREID HEADS TO HIGH POINT WITH LARGEST PRODUCT LAUNCH IN A DECADE**

**More Than 100 New Designs in Reimagined Showroom Space are In-Stock and Ready for Delivery**

**Wilson, NC**—**August 26, 2021—**In a feat most would consider nearly impossible in today’s disrupted supply chain environment, Brad Cates, chief executive officer of Sarreid, is set to cap his first two years with the company with its largest product launch in a decade. More stunning than the size of the introduction however is that all of the samples in the newly reimagined showroom this fall will be supported by minimum-order quantities available for immediate shipment from the warehouse here.

“We’ve been through a lot of change since I joined Sarreid, but the most important has been the complete overhaul of how we go to Market,” the executive says, noting that the launch for the Fall Market will number in excess of 100 new designs. “This is the result of an extremely focused and planned product development cycle that is no longer beholden to the industry’s traditional tradeshow dates.”

According to Cates, he decided at the start of the pandemic to put all of his team’s energy into being an easy resource to work with for retailers and designers. “We partnered with the premier furniture designer in the business to develop new innovative new product, custom finishes and hardware,” he explains, “and then, because we have exclusive relationships with boutique manufacturers around the world, we set about ensuring that everything we offer is easy for retailers and designers to coordinate, mixing and matching products across collections, vendors and countries.”

More importantly, the executive says, “was that we never let up on ordering, making it our mission to maintain an in-stock position by keeping the containers coming and being as transparent as possible on our website with ETAs and availability the moment products are on the water. Indeed, as containers are unloaded here in Wilson, we immediately photograph the products and upload the images to Sarreid.com., sending weekly (and sometimes daily) email alerts to our sales representatives. That’s made all the difference in terms of our success this past year.”

With the exception of inventory reserved for the showroom, everything Sarreid is showing in High Point is immediately available for sale. If that wasn’t exciting enough, the company has engaged residential designer Mickey Sharpe to completely reimagine the showroom in home-like vignettes and show-stopping room scenes that invite buyers to peer through windows for a true sense of discovery and exploration.

“Visitors to our showroom will find that we’re pushing further into the whole home realm this Market in the bedroom category, and that our upholstery continues to evolve across all categories. In leather, we’ll be showing several new colorways and styles that harken back to a Mid-Century vibe. We’ve also emphasized product designed with mountain and coastal regions in mind, and as always, we use mixed materials throughout, reflecting our roots as an accessories company,” he relates.

Additionally, watch for products across the spectrum in Sarreid’s signature sage green finish. Introduced last spring, largely selling out before the showroom’s doors opened, the silvery, gray-green finish plays on the burgeoning biophilic design trend. “As humans we have an inherent need to be close to nature,” Cates says about the color’s popularity.

Among the highlights:

**CAPTIONS:**

**53583**

The fractal-inspired front of this sage-finished sideboard, available in two different sizes, is a nod to biophilia.

**53592**

Sarreid does big well and this piece is tall on charm: The diamond-patterned door design on the bottom unit of this large-scale design lends texture and movement. Adding the top makes it ideal for storage in a library, kitchen and more.

**53522**

Classic Mid-Century lines and a full aniline hide that’s very soft to the touch look luxe in one of today’s more mellow, nature-inspired color tones. Available as a sofa, sectional, chair, and ottoman, all are in-stock now.

53580-4

A statement piece ideal for grand spaces, the natural top on this console table will develop a lived-with patina over time.

**53286**

Sarreid moves further into the bedroom category with this show-stopping canopy bed. (BRAD, I DON’T HAVE A DESCRIPTION FOR THIS ONE, YOU SENT IT AFTER WE TALKED).

**53595**

As home office increases in importance, the need for small-scale desks that can be tucked into kitchens, hallways and more becomes apparent. Grab the nearest No. 2 pencil and place an order: This one is available for delivery just as the school year gets underway.