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## **Global Views Announces Tristan Butterfield as Vice President of Design and Merchandising**

*Strategic move reinforces brand's commitment to design excellence*

Dallas, TX (July 25, 2024) – Global Views, a renowned leader in the home decor industry, proudly announces the appointment of Tristan Butterfield as its Vice President of Design and Merchandising. With an internationally distinguished career spanning over three decades across architecture, product development, and holistic creative direction, Butterfield brings a fresh perspective and energy to Global Views' creative vision.

"Tristan's remarkable career achievements and innate ability to blend sophistication with product innovation make him a perfect fit for Global Views," said David Gebhart, President of Global Views. "His appointment underscores our commitment to design excellence, exquisite storytelling, and delivering unparalleled quality to the interior design community."

Butterfield's career is defined by prestigious milestones, including formal training in furniture design at London's renowned Royal College of Art and tenure at Sir David Chipperfield's Pritzker Award-winning architecture office, designing interiors of private villas, boutique hotels, and luxury fashion houses. His role as Design Director of fabric and wallpaper house Zoffany, studying with the iconic William Morris and Sanderson archives for inspiration, exemplified his dedication to combining heritage and leading-edge design. Later as Chief Creative Officer for Baker and McGuire furniture brands, prior to its sale by Kohler Company, Butterfield consistently set new benchmarks in prestigious designer collaborations, international showroom platforms, and luxury-driven customer experiences.

"I am extremely excited and proud to join such a beloved brand and I look forward to helping the team define an exciting next chapter in the brand's evolution and product direction," said Butterfield. "My family and I cannot wait to experience our new home in Dallas, an international hub for design, art, and food culture."

As Global Views embarks on its next stage of growth, product, and brand innovation, Tristan Butterfield's appointment signals a strategic move toward reinforcing the brand's position as a global leader in the luxury home decor space. For a high-resolution photo of Tristan Butterfield, please click [here](#).

**About Global Views:** [Global Views](#) is an award-winning wholesale home decor company with over 25 years of experience creating unique custom living spaces and leading-edge designs. The company offers a portfolio of over 6,000 products known for their exceptional quality. Global Views' globally influenced collections are crafted by artisan partners worldwide and designed in-house and through strategic brand collaborations. From furniture to decorative accessories, Global Views provides a wide range of innovative products that cater to diverse aesthetics and price points. The company operates showrooms in Atlanta, Dallas, High Point, Las Vegas, New York, Shenzhen, and Riyadh, ensuring superior style and functionality for its global clientele. Global Views is a proud member of the Surya Inc. family of brands.