



CLASSIC HOME  
Inspired Pieces. Inspired Spaces.

## **FOR IMMEDIATE RELEASE**

### **Classic Home Introduces a Fresh Brand Identity and Revamped Showroom Experience at High Point Market**

[High Point, NC, October 7.2024] - Classic Home is thrilled to announce a transformative rebranding initiative alongside the grand reopening of its newly remodeled show space. This rebranding effort is part of Classic Home's ongoing commitment to providing an inspiring and sophisticated experience for customers, highlighting its dedication to quality craftsmanship that identifies their true DNA.

The new brand identity embraces both the rich history of Classic Home and its vision for the future. Customers can look forward to a refreshed logo, an updated color palette, and a bold yet timeless aesthetic that embodies the company's core values of quality, innovation, and comfort. The rebranding aims to strengthen Classic Home's connection with design enthusiasts, industry professionals, and those seeking a blend of classic style with sustainable luxury.

In tandem with the rebranding, Classic Home is also celebrating the opening of its remodeled showroom in High Point. Guests are invited to explore the new space, which features thoughtfully curated vignettes that showcase Classic Home's signature collections in fresh and exciting ways along with Classic Home's newest Made in the USA collection. The remodeled showroom offers an immersive experience, allowing visitors to see, touch, and be inspired by the latest furniture, textiles, and decor pieces that define Classic Home's vision of seamlessly merging traditional craftsmanship with contemporary flair. And more and Classic Home will be hosting a ribbon cutting ceremony on Saturday October 26<sup>th</sup> at 10:45 am in Classic Home's Showroom. Enjoy tray passed champagne and the Unveiling of A New Era followed by a Designer Panel led by LuAnn Nigara.

"The rebranding and remodeled showroom are a testament to Classic Home's journey toward innovation while staying true to our roots," said Harpal Singh, CEO of Classic Home. "We want our customers to experience the best of both worlds—a nod to our heritage and an evolution toward the future of design."

The remodeled showroom is open for High Point Market attendees, offering an exclusive, personalized shopping experience.

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### **About Classic Home**

Classic Home is a premier designer and manufacturer of handcrafted furniture, textiles, and décor. We are committed to inspiring the design community and elevating living spaces with innovative, high-quality designs that blend artistry and functionality.

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