



FOR IMMEDIATE RELEASE

From Discovery to Purchase: What Today's Digital Consumer Is Teaching the Home Furnishings Industry

HIGH POINT, N.C., Sept. 28, 2026 — WithIt's "Future of Home" Fall Education Breakfast, presented by Myriad Software, will examine how digital discovery, online and in-store shopping, personalization, brand engagement and emerging technology are reshaping the consumer journey. WithIt, the women's leadership development network for the home and furnishings industry, will host the breakfast during High Point Market on Sunday, Oct. 18.

The path from inspiration to purchase is no longer linear. Today's home furnishings consumer moves between digital discovery, online shopping and physical retail while expecting increasingly personalized and engaging brand experiences. The discussion will explore how consumers are discovering products, what influences their purchasing decisions, what they are willing to buy digitally, what still draws them into a store and what those changing behaviors may signal about the future of the home furnishings industry.

"The way people shop for their homes has changed dramatically, but I don't think our industry has fully caught up to what that shift means," said Jaye Anna Mize, vice president of advisory and partnerships at Future Snoops and moderator of the discussion. "The consumer isn't thinking in terms of online versus in-store anymore. They're moving fluidly between inspiration, validation and purchase, and increasingly expecting every part of that journey to feel connected and personal. I'm excited to bring together different perspectives from across the industry and have a really candid conversation about what we're seeing, what's actually working and where we need to evolve next."

Joining Mize for the discussion are Chaya Krinsky, co-founder and lead designer of TOV Furniture, and Laura Forsythe, senior vice president of merchandising at Ashley Furniture.

Krinsky and Forsythe bring complementary perspectives spanning furniture design, brand development, merchandising, e-commerce and the consumer experience. Forsythe's career at Ashley has included launching ashleyfurniture.com and leading e-commerce operations, while Krinsky brings the perspective of a founder and brand leader helping shape a design-driven furniture company. Together, they will explore what is working across digital and physical channels and where home furnishings businesses may need to evolve to meet changing expectations.

"Today's consumers are changing the way they discover, shop for and purchase home furnishings, and those changes affect all of us across the industry," said Amy Van Dorp, executive director of WithIt. "We're excited to bring together industry leaders who can share their perspectives on these evolving behaviors and what they mean for the future. Our

Education Breakfast is an opportunity to learn from one another, gain insights we can take back to our businesses and connect with colleagues across the industry.”

The WithIt Fall Education Breakfast will be held Sunday, Oct. 18, from 7:30 to 9 a.m. on the third floor of The Factory at Congdon Yards, 400 W. English Road in High Point. Free limited parking is available at Congdon Yards during the event. Red Line shuttle stop 27 also provides access to the event. Tickets are \$35 for WithIt members and \$50 for guests and include a full breakfast and networking opportunities.

For additional information and registration, visit <https://bit.ly/withit-breakfast>.

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About WithIt

WithIt is the women’s leadership development network for the home and furnishings industry. Founded in 1997 on the core belief that women should play a major role in the growth and development of the home and furnishings industries, WithIt has grown to include an international membership of innovators, influencers, thought leaders and senior executives from leading home furnishings brands and retailers. The nonprofit organization works to uplift women through relationship building, networking, education, mentoring and leadership opportunities. WithIt’s work to create opportunities for women leaders and support women throughout their careers is made possible in part by national sponsors that are active partners in the organization’s growth, including ANDMORE, Tempur Sealy, Myriad Software, FurnitureDealer.net, J.B. Hunt Final Mile, Serta Simmons, Synchrony and more.

<https://withit.org/>

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