

## NEWS RELEASE

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### HiEnd Accents Welcomes New Leadership to Drive Growth in 2024

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HiEnd Accents is proud to unveil significant leadership appointments as it enters a new era of growth and excellence in 2024.

The company warmly welcomes Melissa Walz in her new role as Vice President of Sales. Melissa, previously with Anne Klein Footwear, a Steve Madden company, brings decades of industry expertise to HiEnd Accents. Her extensive experience in managing relationships with major customers, including leading department stores and key accounts, positions her as a critical asset to the team.

Cynthia Zheng, CEO of HiEnd Accents, expressed great enthusiasm about Melissa's joining: "Having Melissa on board is a tremendous asset for HiEnd Accents. Her depth of experience in the sales arena will undoubtedly fortify our customer relationships and drive our sales strategy. We are thrilled to welcome such a talented professional to our team."

Melissa Walz shared her aspirations in her new role: "Joining HiEnd Accents marks the beginning of an exciting new chapter in my career in retail and wholesale within the luxury fashion industry. Having observed HiEnd Accents' impressive growth over many years, I am thrilled to become a part of this remarkable team. The cornerstone of any successful business lies in its products, and HiEnd Accents demonstrates a keen understanding of consumer trends along with offering an unmatched price-to-value ratio. This potent combination positions the company perfectly for increasing market share and achieving successful, strategic growth in 2024."

Additionally, in a strategic enhancement of its executive team, HiEnd Accents announces that Cynthia Zheng, co-founder, will transition from President to CEO. In parallel, Jonathan He will assume the role of President, building on his impactful two-year journey managing multiple departments within the company.

Cynthia Zheng commented on this strategic development: "Promoting Jonathan to President is a deliberate move aligning with our long-term goals. His strong leadership skills and his profound understanding of our business operations have been instrumental in our recent success. We are confident that his expanded role will further strengthen our position in the market."



These leadership appointments reflect HiEnd Accents' commitment to fostering a team that embodies the company's core values of quality, design, and customer focus. As HiEnd Accents steps into 2024, these changes are pivotal in driving the company's growth and enhancing its reputation as a leader in the home furnishings industry.

The team at HiEnd Accents is excited about the potential that the new year holds. The entire team shares a collective passion for design and a commitment to excellence, eagerly anticipating the opportunities and achievements that 2024 will unfold.

### **About HiEnd Accents**

HiEnd Accents designs and creates everyday luxury bedding and linens, sheeting, decorative pillows and other home textiles. Founded in 2005 and based in Dallas, Texas, our mission is to elevate our customers' lives via beautifully designed home textiles that deliver quality and value. Our customers love our exceptional designs that span a diverse range of styles and our commitment to offering everyday luxury at accessible prices. We proudly serve a broad clientele, including department stores, furniture stores, boutique hotels, interior designers and retail customers. HiEnd Accents is based in Irving, Texas. Learn more about our brands at [www.hiendaccents.com](http://www.hiendaccents.com) and [www.paseoroad.com](http://www.paseoroad.com).