

LANCASTER

FOR IMMEDIATE RELEASE

SHOWROOM: 104 N. Main Street

CONTACT: Sharon Savage
Marketing Director
ssavage@lanasterccu.com
336.431.6655

LANCASTER Announces Educational Presentation during High Point Market

Industry Experts Courtney Porter and Yudi Kaufman to speak

HIGH POINT, N.C., Mar. 20, 2024 – LANCASTER is pleased to welcome Design News Now Editor-in-Chief Courtney Porter and design business strategist Yudi Kaufman of YKD Associates to their High Point showroom on Sunday, April 14th, from 10 to 11 am for a discussion titled **Upleveling Your Design Business to Enter the Luxury Market**.

Entrepreneurial designers seeking to attract high-end clientele and move their businesses upmarket will learn the secrets to elevating their design business and making a foray into the luxury market. Mastering luxury branding and curating exclusive client experiences are among key insights that will be gained by attendees.

[RSVP](#) is required for this enlightening presentation.

Courtney Porter is the Editor in Chief of Design News Now, host of video podcast series Disruptive Design, and the co-author of Green Interior Design with Lori Dennis. As Editor-in-Chief, Courtney combines a deep understanding of luxury design, business development, and the tech media landscape to deliver insightful reporting in a voice and format respected throughout the industry. Interior designers, architects, showrooms and retail brands have relied on Courtney to move their businesses upmarket and expand their reach.

Yudi Kaufman, founder and president of YKD Associates, is a multifaceted business strategist, entrepreneur, and creative, who brings years of experience navigating the home furnishings and interior design industry from the inside out. He has a background in interior design, furniture design, sustainability, e-commerce, business management, human resources, accounting, marketing, and public speaking. Yudi holds a Master's degree in Sustainable Interior Environments from New York's FIT – Fashion Institute of Technology. A true left-and-right-brainer.

[PRESS IMAGES](#)

About LANCASTER

Since 1986, Lancaster has produced fine handcrafted upholstery in it's family-owned facility located just outside High Point, NC. Catering to trade showrooms, boutique retailers, and interior designers, Lancaster strives to surpass industry standards of quality and comfort when it comes to creating elevated home fashion. From concept to fruition, their intentional designs reflect an approachably modern attitude that transcends trends. For more information, please visit www.lancasterccu.com, or find us on Instagram [@Lancaster_CCU](https://www.instagram.com/Lancaster_CCU).

#