

## FOR IMMEDIATE RELEASE

### **KAS Rugs Partners with Interior Designer Jenna Morrow for Spring 2025 High Point Market, Featuring Designer Talk and Custom Display**

**High Point, NC** – March 12th, 2025 – KAS Rugs, a leader in high-quality, trendsetting area rugs, is excited to announce their collaboration with interior designer Jenna Morrow, the founder and Principal Designer of Morrow Design Studios, for Spring High Point Market. This exclusive partnership will spotlight Jenna's expertise in interior design, along with her unique approach to connecting with clients through social media.

At the Spring High Point Market, Jenna will be giving a Designer Talk titled *"Welcoming Gen Z to the Design World: Leveraging Your Personal Brand on Social Media as a Designer to Attract Clients."* This talk will explore the essential tools and strategies interior designers need to connect with the Gen Z demographic, emphasizing how to build and manage an authentic personal brand online to attract a new generation of design clients. The discussion will delve into the intersection of design, branding, and social media to help designers navigate the evolving landscape of client relationships and business growth.

In addition to the talk, Jenna will be designing a custom display for the KAS Rugs showroom that brings her signature sensory-focused design philosophy to life. The display will serve as a visual extension of her talk, highlighting how design can be used to create experiences that resonate on an emotional level, particularly for younger audiences who are looking for more than just aesthetics in their home environments.

Jenna Morrow's design philosophy is deeply rooted in her personal journey. After founding Morrow Design Studios in 2021 following a battle with postpartum anxiety, she began using design as a tool to foster peace and comfort in her home environment. She draws inspiration from art, nature, and writing, using these elements to create spaces that evoke emotional connection and sensory experience.

"I'm thrilled to embark on this partnership with the amazing team at KAS. As a designer, quality is a significant part of every project from the customer service down to the small details and I look for the same value from brands I partner with. KAS has a wide variety of high-quality area rugs and the service they provide to their trade clients is incredible. I'm excited to connect the quality both of us bring to the design industry through this partnership and deliver a remarkable experience to attendees this spring." Shares Jenna Morrow of Morrow Design Studios.

Jenna is also a proud advocate for Multiple Sclerosis awareness, having been diagnosed with the disease in 2012. As part of her commitment to giving back, Morrow Design Studios

donates a percentage of each project to the MS Society, supporting their mission to find a cure.

Jenna's *Designer Talk* in the KAS Rugs showroom, located in IHFC G270, will be taking place on Sunday, April 27<sup>th</sup> from 2-4 p.m. with her display on view from April 26<sup>th</sup>-30<sup>th</sup>. The event offers an exclusive opportunity for industry professionals, designers, and attendees to learn from Jenna's expertise and view her custom design concepts.

For more information or to schedule an appointment during the High Point Market, please contact 1-800-967-4254 or visit [info@kasrugs.com](mailto:info@kasrugs.com).

### **About KAS Rugs**

KAS Rugs is a leading designer and manufacturer of high-quality area rugs, combining innovation, design, and craftsmanship to create exceptional products for residential and commercial spaces. Known for its commitment to quality, KAS Rugs offers a wide range of stylish and durable rugs that cater to the ever-changing design trends.

### **About Jenna Morrow and Morrow Design Studios**

Jenna Morrow is the founder and Principal Designer of Morrow Design Studios, a firm that creates sensory-focused, experiential interiors designed to promote comfort, peace, and connection. Following her own journey with postpartum anxiety and Multiple Sclerosis, Jenna has made it her mission to help others design homes that are not only beautiful but support emotional well-being. She is a passionate advocate for MS awareness and gives back through charitable contributions to the MS Society.

### **Press Contact:**

Marile Franco  
(239) 544-2755  
[marile@kasrugs.com](mailto:marile@kasrugs.com)  
[kasrugs.com](http://kasrugs.com)