



FIRST-EVER CUSTOMIZABLE, PERFORMANCE RANGE FOR EICHHOLTZ

The European luxury brand known for their whole home offering introduces Eichholtz Atelier, an extended fabric selection for best sellers, assembled in the USA.

HIGH POINT, MARCH 2025 | Announcing the launch of *Eichholtz Atelier*, an unprecedented introduction for the luxury European brand. As the US footprint continues to grow, the demand for performance grade materials and wider options became too great to ignore. Seizing the opportunity to push the boundaries of creativity, quality, and innovation, the brand proudly debuts an inaugural collection of customizable products for the **first time in its 33+ year history**.

Attendees of **High Point Market** this spring will be among the first to witness this historic launch. Declared with a signature soirée, guests are invited to celebrate the momentous occasion on **Saturday April 26 starting at 4 PM** at the Eichholtz Flagship showroom at 129 South Hamilton Street in High Point, North Carolina. Created for the US with US manufacturing partners, it is a fitting venue for the global brand's latest announcement.

Livable Luxury

Each season, Eichholtz seeks to redefine the standards of elegance for their international clientele. Their immersive, aspirational environments portrayed in the glossy pages of magazines and across social media invite audiences to imagine a life of luxurious refinement. In reality, children, pets, guests, and daily use are what truly enrich the fabric of our lives. The need for **performance grade upholstery**, particularly for their US customers, was undeniable. Enter, *Eichholtz Atelier*.



In order to maintain their **industry-leading stock availability**, Eichholtz has traditionally offered their upholstery pieces in one to three finishes per collection. Hand-selected by Chief Creative Officer Edwin van der Gun, Creative Director Florian Roozen, and their team of best-in-class product developers, the limited options maintained a sense of **curated exclusivity**. Now, this same team has identified an unparalleled selection of **durable, yet dimensional** materials that maintain the Eichholtz standards. This comes at a time when their retail footprint is expanding coast to coast, underscoring the brand's **commitment to designers** with this trade-friendly service.



“The introduction of Eichholtz Atelier is an exciting milestone for our brand, expanding the boundaries of what is possible and allowing our customers to truly make our pieces their own. We can’t wait to see Eichholtz interpreted through their creative and uniquely personal lens,” says Edwin van der Gun, Eichholtz Chief Creative Officer.

Making The Grade

The extended fabric offering of the *Eichholtz Atelier* collection includes a variety of innovative materials to enhance a selection of best-selling upholstery pieces including Sofa Kelly S, Swivel Chair Brice, Sofa Brice and Sofa Björn L. Customers can now choose from **Performance grade and inherently durable fabrics**, crafted from both natural and synthetic fibers, without sacrificing comfort and style. Several options are proudly assembled in the USA, assuring the highest quality control standards and ethical manufacturing practices. As a new facet of their North Carolina-based logistics operation, custom orders will ship nationwide in as little as 4 to 6 weeks. Touting long-standing relationships with manufacturers, suppliers, and skilled craftspeople from around the world, this introduction marks the **first US-based production partnership**, a significant expansion to their highly regarded network.



The collection debuts with four pieces in four fabrics, each available in multiple colorways, offering trade customers the ability to **configure their selection**. Those indicated as “Performance” grade meet industry standards for 30,000+ double rub count, and pass the strict testing for pilling, stain/water resistance, and flammability. They are Greenguard Gold Certified, PFAS free of potentially harmful levels of chemicals. Their cleanability and stain resistance make them suitable for everyday residential use as well as commercial and hospitality applications. All are designed to offer more versatility, durability, and Eichholtz level elegance.



“With the US Market as our top priority, we listened to our customers' demands for customizable, performance products. We worked with a trusted North Carolina-based partner to create this initial offering, a testament to our commitment to business in this important region,” says Dennis Hendriks, VP of Operations US

With additional products, fabrics, and services on the horizon, the history-making *Eichholtz Atelier* collection serves to elevate the global-leader's positioning in the US Market.

ABOUT EICHHOLTZ

Eichholtz offers a complete luxury lifestyle, representing elegance, imagination, and integrity, while creating thoughtfully designed environments that enrich our lives. It transforms spaces into unforgettable experiences with unique, timeless collections.

The entrepreneurial spirit of Dutch founder Theo Eichholtz, inspired by his extensive travels around the world, led to the creation of a company that offers a complete luxury lifestyle alongside dedicated service excellence. With headquarters in both the Netherlands and the US, Eichholtz inspires retailers, designers, and the hospitality industry worldwide. We achieve this by creating luxury-curated environments that showcase unique and timeless collections.

EICHHOLTZ.COM/USA

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