



High Point, NC – April 2025 — In conjunction with the Spring 2025 High Point Market, Zuo Modern is pleased to announce a **special pricing initiative** to support its customers amid ongoing tariff uncertainty. **Throughout the month of April**, Zuo will maintain current wholesale pricing on all products **in stock at its U.S. warehouse or currently in transit on the water**.

This pricing freeze applies to Zuo's entire in-stock catalog—including indoor and outdoor furniture, lighting, and décor—across residential and commercial categories. **Products not in stock or not currently en route may be subject to adjusted pricing based on updated tariff rates at the time of order.**

"Our priority is to provide consistency and value to our customers, especially during unpredictable shifts in global trade," said Luis Ruesga, CEO of Zuo Modern. "By locking in current pricing for stocked and shipped items, we're helping our partners plan with confidence during this market season."

Expanded High Point Showroom Highlights Hospitality Focus

Coinciding with this initiative, Zuo is unveiling a new **8,000-square-foot showroom addition at High Point**, exclusively dedicated to hospitality furnishings. This brings Zuo's total footprint at Market to over **33,000 square feet**, featuring products tailored for **restaurants, bars, lounges, and gaming environments**.

Visitors will find commercial-grade furniture solutions that reflect Zuo's signature balance of design, durability, and affordability—available for immediate delivery and backed by live inventory visibility through www.zuomod.com

Visit Zuo During Spring Market

- Designers, dealers, and hospitality buyers are invited to explore Zuo's expanded showroom and take advantage of April's inventory pricing protection during High Point Market, April 26–30, 2025. Appointments can be scheduled at: [Schedule Now](#)
- **What to Bring:** Don't forget business cards, comfy shoes, and your camera roll—there's plenty to see across five days of design, networking, and discovery.

About Zuo Modern

Zuo Modern is a global brand offering a full range of stylish, affordable furniture for residential, office, and hospitality spaces. Known for its fast shipping, broad inventory, and design-forward collections, Zuo supports industry professionals with tools that make sourcing simple and dependable.

Book your High Point appointment

Email us at hello@zuomod.com with any questions.

Or give us a call at [510-877-4087](tel:510-877-4087) (Mon–Fri: 5:00 AM–5:00 PM PT)