

AMERICAN LEATHER®

FOR IMMEDIATE RELEASE

From Luxury Materials to Brand Strategy, American Leather's High Point Market Panels Deliver What Designers Need Now

HIGH POINT, NC (April 3, 2026) — American Leather will present three expert-led panel discussions during Spring High Point Market in its showroom, Showplace 5000, Fifth Floor. Each session takes place from 3–4 PM and delivers deep content and authoritative insights for interior designers seeking to elevate creativity, strengthen brand positioning, and grow profitability.

The Art & ROI of Luxury Textiles | Friday, April 25 | 3–4 PM

What if your most beautiful design choices were also your most profitable? Leading designers whose upholstered seating graces residences, resorts and worldwide publications share how leathers, suedes, performance fabrics, and premium textiles can create lasting character—and lasting client appreciation. Designers will also gain practical insights into pricing and margin-building strategies. A hands-on materials workshop rounds out the session, allowing attendees to experience these textiles firsthand.

Speakers: **MA Allen**, MA Allen Interiors; **Alfredo Paredes**, Alfredo Paredes Studio; **Vern Yip**, Vern Yip; **Whitney Tinsley**, American Leather



MA Allen, Alfredo Paredes, Vern Yip, Whitney Tinsley

The Art of Selling to the Luxury Client | Saturday, April 26 | 3–4 PM

Luxury clients aren't persuaded—they're aligned. Converting in today's affluent marketplace requires intention and strategy well before you refine your consultative selling conversation. A panel of elite designers and luxury consumer professionals explains shifts in consumer sentiments that help you convert high-end clients, frame important conversations about fine craftsmanship and longevity, intuitive technologies, wellness and intentional living, and share how to communicate value, establish trust, elicit demand and create lasting success.

Speakers: **Christopher Grubb**, Arch-Interiors Design Group; **Gail Doby**, Pearl Collective; **Missy Walters**, Studio M Architectural Interiors; **Ericka Saurit**, Saurit Creative; **Dawn Brinson**, A New Day Creative Communications & Marketing



Christopher Grubb, Gail Doby, Missy Walters, Ericka Saurit, Dawn Brinson

Brand to Rebrand: Shift Your Business from Now to Next | Sunday, April 27 | 3–4 PM

Savvy brands don't chase trends—but they do evolve, strategically and with purpose. From attracting a new audience to navigating growth, new ownership, or upleveling your offerings, rebranding can be a catalyst for transformation. Join leading brand strategist Ericka Saurit and a panel of designers who have successfully reimaged their brand from the inside out. Learn how to align your story, visuals and messaging to build new relevance, resonance and remarkable results.

Speakers: **Jessica Duce**, JDuce Design & Vacation Rental Designers; **Samantha Cury**, Cury Design Studio; **Rebekah Zaveloff**, Imparfait Design Studio & KitchenLab; **Ericka Saurit**, Saurit Creative



Jessica Duce, Samantha Cury, Rebekah Zaveloff, Ericka Saurit

The American Leather showroom is open daily during the High Point Market, April 23-29, offering breakfast, lunch and late afternoon refreshments daily. Their renown Market Party and Social is Saturday, April 25, 5:00-10:00pm. All market buyers are invited to attend.

[Press images here](#)

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About American Leather

American Leather® was founded on a simple idea—nobody should wait months for custom furniture.

What began as a small engineer-led team in a borrowed workshop has grown into a team of more than 700 craftspeople working together in our 350,000-square-foot Dallas facility. Every piece is crafted under one roof with precision and pride, moving seamlessly through our process like a relay in perfect clockwork. Designed to support and made to last, our furniture is an uncompromising blend of form and function, providing indulgent comfort with countless customization options that make each piece one-of-a-kind. Today, American Leather® sets the standard for custom-made furniture: purposeful design, engineered craftsmanship, and timeless comfort for the way people really live.

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