



THEODORE ALEXANDER

Press Contact: Kayla Wall
kayla@wallvonenck.com
919-753-7359

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Theodore Alexander Celebrates Althorp Collection's 20th Anniversary at April High Point Market and Debuts Over 130 New Product Designs.

Product debuts include four new casegood collections, collection additions, and new art and upholstery.

April 15, 2026; High Point, NC—Theodore Alexander, celebrated for its heirloom-quality furniture and craftsmanship, celebrates the 20th anniversary of its distinguished partnership with Lord Charles Spencer in the creation of the Althorp Collection. A rare and remarkable milestone in the furniture industry, the collection began with an encounter between Theodore Alexander founder Paul Maitland-Smith and Lord Charles Spencer.

Upon Maitland-Smith's first assessment of the historic furniture housed within the grand Althorp estate, nestled in the English countryside, he emerged with a recorded inventory of nearly 3,000 different designs to consider for the first Theodore Alexander Althorp collection, which later debuted in 2006. While Theodore Alexander has changed ownership over the years, the Althorp collection and its partnership with Althorp owner and proprietor Lord Charles Spencer remain a pinnacle of the design craftsmanship that is synonymous with the Theodore Alexander brand. In celebration of the two decades of collaboration, Theodore Alexander is reintroducing a curated retrospective of past designs paired with a new Althorp collection, Sunderland.

Friday evening will host the brand's marquee Althorp anniversary celebration with guest of honor Lord Charles Spencer. Spencer will sign copies of a retrospective Althorp coffee table book produced in-house by Theodore Alexander, and guests will enjoy an evening of British-inspired bites and libations. Guests will have a chance to win a complimentary 3-day trip to London with an exclusive visit to the Althorp estate in Northamptonshire, England.

"Theodore Alexander proudly commemorates 20 years of partnership with Lord Charles Spencer on the Althorp Collection — an exceptional and uncommon milestone in our industry that remains a testament to enduring craftsmanship and our shared vision," says Ed Teplitz, President, Theodore Alexander. "Along with our Althorp anniversary celebration, we're excited to release over 130 new product designs, highlighting the whole-home offering of new case goods, upholstery, and artwork that Theodore Alexander provides to the design industry."

Within its new High Point showroom that debuted in October 2025 (425 N Hamilton Street), the four spring collection introductions are as follows:



THEODORE ALEXANDER

Sunderland: Sunderland arrives as a new chapter within the Althorp Living History Collection, defined by a warm, storied character and furnishings designed to endure with elegance. Showcasing the rich character of okoume crotch veneers and intricately composed parquetry patterns, the collection is finished in an heirloom brown that lends depth, warmth, and a sense of time well kept. Subtle brass accents provide a luminous counterpoint, echoing the signature detailing of the Althorp aesthetic. Inspired in part by the Princess of Wales Bedroom Fall Front Desk & Bureaux, Sunderland carries the romance of historic interiors into the present, balancing classical reference with timeless craftsmanship for rooms that feel both elegant and deeply lived in.

Willow Creek: Willow Creek brings a softly storied warmth to the home, blending classic craftsmanship with an easy, pastoral elegance that feels collected over time. Crafted in wire-brushed oak veneers, the collection highlights the natural beauty of the grain while signature parquetry detailing adds depth and artistry across key surfaces. Accented with oak and burl veneers and finished with antique gold hardware, each piece balances tailored form with a comforting, lived-in character. Offered in two finishes, a light natural grained oak and a rich tobacco brown, Willow Creek is designed to feel timeless, welcoming, and effortlessly enduring.

Provence: Provence is a love letter to French Provençal elegance, where every curve and carving feels thoughtfully composed and softly storied. Crafted in solid khaya and beautifully figured khaya swirl veneers, the collection highlights the natural movement of the wood with a luminous depth that reveals itself in layers. Fluted detailing and delicate floral motifs lend a graceful sense of tradition, echoing the romance of Provençal interiors while remaining polished and timeless for today's home. Offered in two distinctive finishes, a light whitewashed palette that feels airy and sun-warmed, and a deeper brown with rich, enveloping character, Provence is completed with antique bronze accents that introduce a warm patina and complement the collection's classic silhouettes and artisanal detailing.

Orbis: Orbis is a celebration of surface, silhouette, and the natural poetry of wood, brought to life through the intricate artistry of marquetry. Like a composition of layered tones and movement, each piece blends a curated mix of veneers into striking modern patterns that feel both graphic and organic, balancing bold contrast with a sense of effortless harmony. Rich oak and ash mingle with figured eucalyptus, tulip, tamo burl, curly maple, khaya, and sycamore, creating a tapestry of color and grain that invites a closer look from every angle. Grounding the collection's expressive inlay work, select designs are rendered in solid tamo burl with a deep brown finish, offering a quieter, more enveloping presence that completes Orbis with warmth, depth, and sculptural sophistication.

Additionally, Theodore Alexander will introduce an expansion of its fashion-forward Judith Leiber Couture collection and refined Stephen Church line of case goods. Lastly, new artwork and upholstery will complement the showroom's four floors of casegoods. Theodore Alexander's upholstery introductions will mark a return to refined classicism—celebrating exposed craftsmanship, tailored welting, and elegantly structured silhouettes. A defining design movement this season is the emergence of mingled palettes: multi-tonal woven textiles that interlace contemporary yarns to create depth, dimension, and rich visual texture. It's heritage design, thoughtfully evolved for today.

The new product introductions will be previewed during High Point Market from April 24 through April 29. In-stock dates for the spring collections are expected in November 2026. Theodore Alexander is now



THEODORE ALEXANDER

booking sales and press appointments for High Point Market. For more information, please visit www.TheodoreAlexander.com.

About Theodore Alexander:

Founded in 1996, Theodore Alexander has become synonymous with high-quality home furnishing products that adorn interiors throughout the world. With a commitment to detail and the use of fine materials, every product is meticulously designed and crafted in its factory-owned facilities to bring impeccable pieces to discerning customers. Evolving with its customers, Theodore Alexander now embarks on a new era that looks to expand the brand's footprint further into upholstery, lighting, rugs, and artwork while maintaining a focus on its renowned casegood production. With a vast network of to-the-trade showrooms and luxury home furnishings retailers at the core of its identity, Theodore Alexanders prides itself on its fine craftsmanship, accessibility, versatility, and its whole home offering. For more information, please visit www.theodorealexander.com.

###