

REGINA ANDREW

DETROIT

FOR IMMEDIATE RELEASE

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Regina Andrew Elevates Spring Market with Seamless Omnichannel Shopping Experience

DETROIT, April 15, 2025 — Regina Andrew announces a customer-centric, technology-driven omnichannel shopping experience, pushing the boundaries of how design brands connect with customers, and enhancing both the in-market and post-market experience.

Visitors to the Regina Andrew showroom can now request a quote scanner upon arrival, allowing them to easily build a personalized selection of products as they browse and shop the showroom. Each scanned item is automatically saved to the customer's online account under a dedicated "Market Quote," making it simple to revisit, refine, and complete purchases at any time.

This experience also allows Regina Andrew to better understand what items may be of most interest by finish, customer type, and geography. It also provides valuable insight and data into traffic flows and merchandising opportunities in their High Point showroom. Transitioning Market from a standalone sales moment to an integrated omnichannel touchpoint. Last Fall the company soft launched the concept to rave reviews. Fall 2025 attendance was up over 50% from Spring 2025 with more than 8,700 visits resulting in over 11,000 items scanned.

"The investments that we are making in technology are allowing us to own the customer experience, communications, and go-to-market strategy more fully. A key part of that shift was finding better ways to capture, leverage, and retain the data generated at trade events like Market." said Neil MacKenzie, CMO at Regina Andrew. "Creating a streamlined process for having your market experience in one place for the customer is becoming and should be the expectation, it's something that we all don't even think about when shopping in any other branded store" added MacKenzie.

Regina Andrew encourages customers and partners to book an appointment in advance. Scheduled visits offer dedicated time with the team to explore new product introductions, learn about exclusive Spring Market purchasing incentives, and make the most of their showroom experience. Customers not attending High Point Market can also book a virtual visit with a team member to receive a video walkthrough of the showroom and gain more perspective on scale

and finishes. The Regina Andrew showroom is located in IHFC - IH006, Commerce, Floor 1. Appointments can be made [here](#), and all Spring Market new introductions and activations can be viewed at reginaandrew.com/market.

Images can be accessed [here](#).

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About Regina Andrew Detroit

Regina Andrew Detroit's lighting, furniture and décor spark self-expression and creativity through unforgettable design. For more than 25 years at their Detroit studio, company co-founders Carla Regina and James Andrew have fulfilled their promise to "Electrify the Room" through authentic designs that run a continuum from industrial noir to restrained elegance. For more information visit ReginaAndrew.com or connect via [Facebook](#), [Instagram](#), [X](#) or [Pinterest](#).