

caracole

FOR IMMEDIATE RELEASE

Caracole To Host AI Keynote and Sunset Rooftop Party at Spring Market

GREENSBORO, N.C., April 2026 — Caracole will present two signature experiences during Spring High Point Market (April 23–29), including a featured keynote and an exclusive rooftop evening event, both inspired by the brand’s evolving approach to product innovation and forward-thinking design.

With a focus on industry innovation, Markor Family of Brands presents AI and the Future of the Home Industry, a singular keynote experience centered on innovation and forward-thinking design. Hosted by Mark Feng, CEO of Markor and founder of DecorX, the session offers a forward-thinking perspective on how artificial intelligence is shaping the future of design, merchandising and retail.

Following the keynote, Caracole will host its Sunset Social, an elevated rooftop cocktail experience at the Markor Arts Center.

“Spring Market is an opportunity for us to not only showcase our latest product innovations, but to create meaningful experiences around them,” said Alessandro Fabrini, President of Caracole. “These events reflect how our brand is evolving, bringing together design, technology and community in a way that feels both inspiring and forward-looking.”

Caracole’s Market Events Includes:

AI and the Future of the Home Industry

April 25

Cocktail Meet & Greet 3:00 p.m. – 3:30 p.m.

Panel to start: 3:30 p.m. – 4:15 p.m.

Join Caracole for a featured keynote examining how artificial intelligence is reshaping the home furnishings industry. Mark Feng, CEO of Markor and founder of DecorX, will share insights into how AI is influencing design, merchandising and retail, with real-world examples from across the Markor brands. All attendees will receive a complimentary one-month trial of DecorX.

Sunset Social

April 25 | 5 p.m.

Join Caracole for an elevated rooftop evening overlooking the city at sunset. Guests will enjoy cocktails, light bites and music in a sophisticated, open-air setting designed to inspire connection and celebration during Market.

Both events are open to High Point Market attendees.

CARACOLE AT HIGH POINT MARKET

At High Point Market, Caracole will present a showroom experience designed to be felt as much as it is seen. Activated by a series of signature events, the space becomes a living expression of the brand—where creativity, connection, and energy unfold in real time.

122 N Hamilton St, High Point, NC 27260



About Caracole

Caracole, an American furniture brand, has been redefining the concept of living since 2009 through collections distinguished by outstanding craftsmanship, attention to detail and contemporary design. Using high-quality materials and refined finishes, its elegant, fluid lines blend form and function in harmony, creating pleasurable experiences at an exceptional value. Headquartered in High Point, North Carolina (USA), Caracole is distributed in more than 75 countries worldwide and is already present across the region through an established network of distributors, retailers, architects and designers.

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