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**FASHION SNOOPS' TREND SPOTTER AREA IN NEW HALL OF FAME BUILDING
TO DEBUT DURING APRIL HIGH POINT MARKET**

HIGH POINT, N.C., April 22, 2023 — Global trend forecasting agency Fashion Snoops (FS) will debut the first in a series of ongoing trend exhibits in the Four Hands Trend Spotter area of the new American Home Furnishings Hall of Fame building during the April 22-26 High Point Market.

The Symbiotic trend will be highlighted as one of four trends noted. The theme encompasses the shift of sustainability to the forefront of design and the desire to conserve the planet's resources. As part of this trend, FS sees a migration to colors that mimic Earth at its core hues, bringing an organic uniqueness into the home. "Consumers find comfort in natural materials and are open to pushing creative boundaries as they develop a deeper appreciation for our planet," according to the FS forecast.

FS has teamed up with three leading industry groups as an official trend partner – the International Textile Alliance, sponsor of the semi-annual Interwoven textile show; the High Point Market Authority, organizer of the High Point Market; and the American Home Furnishings Hall of Fame Foundation. The partnership calls for FS to identify four fabric trends during each November and May Interwoven and through a changing product exhibit each April and October High Point Market. The opening Trend Spotter exhibit will showcase one trend for 2024 and will demonstrate how that trend has been interpreted in 12 to 15 products. The products will range from upholstery and case goods to lighting and rugs, featuring design elements that reflect the key lifestyle trends being spotlighted.

"In the design industry, fashion and lifestyle trends are constantly being interpreted and translated into the furnishings that turn a house into a home," says Karen McNeill, CEO and president of the Hall of Fame Board of Directors. "The Fashion Snoops Trend exhibits for the Hall of Fame will explore how designers turn these trends into new products and interiors, providing a must-see experience for all industry professionals."

Building on this creative and inspiring display, the Hall of Fame also will host multi-media seminars during markets. "These seminars will provide a deeper dive into multiple design trends," says McNeill.

The first such session is scheduled from 10:30-11:30 a.m. on April 24 when Jaye Mize, Home + Lifestyle Vice President at FS – along with leading designers Caleb Anderson of Drake/Anderson and Well-Designed; Breegan Jane and Marc Thee of Marc Michaels – will discuss the origins, evolving materiality and direction of symbiotic design and its importance.

"This is an exciting opportunity to bring a unified trend voice to High Point," says Mize, about the expansion of Fashion Snoops' collaborations to include the Hall of Fame. "We are excited to work with these teams to bring attendees valued consumer trends that translate into actionable products."

“These partnerships illustrate how interwoven our industry is, from the trends reflected in the textile designs shown at Interwoven Textile Fair to the upholstered furniture displayed at High Point Market,” adds Carrie Dillion, managing director at ITA.

Ben Muller, vice president of marketing/communications at High Point Market Authority, expands on value of industry collaboration, saying the partnership “aligns with one of our core missions to provide educational and informative experiences for all constituents in the home furnishings industry.”

Based in New York, Fashion Snoops is a consumer insight and trend forecasting company dedicated to empowering users with on-trend forecasts and strategic guidance. For more than 20 years, Fashion Snoops has been a leading force in the trend forecasting market, serving clients in 50 countries in the areas of fashion, accessories, home décor, beauty and wellness, and other consumer-facing markets. Fashion Snoops offers a unique point of view that stems from cultural trends, backed up with cutting-edge, AI-augmented tools.

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The American Home Furnishings Hall of Fame Foundation, Inc., is an industry-wide organization founded to preserve its history, to celebrate exceptional individuals who have made extraordinary contributions to the U.S. home furnishings industry, to inspire the next generation of innovative leaders and to engage the community with the world of home furnishings. In 2019, the organization purchased a building at 311 S. Hamilton St. in High Point. Our new home will be a symbol of the Home Furnishings Capital of the World™ where the industry gathers, where we tell our story and learn from our past, and where we inspire future generations. As a 501(c)3 nonprofit organization, funds support our history and leadership programming. The organization is based in High Point, North Carolina, at 311 S. Hamilton St., and can be reached at 336.882.5900. Watch for ongoing developments and details about the grand opening of our new permanent home at www.homefurnishingshalloffame.com in April 2023.

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