



Swoon

Q2 2023

HIGH POINT HIGHLIGHTS

This year's High Point Spring Market was terrific, making for our 4th showing. An estimated 1000 number of visitors came by, representing an increase of 30% from previous years.

Working in collaboration with *Furniture, Lighting & Décor*, Varaluz hosted a panel discussion: *Going Bold in Interior Design* on Saturday, April 22. Editor-in-chief, Diane Falvey moderated the talk with Varaluz founder and creative director, Ron Henderson, designer and on-air personality, Tamara Day of HGTV and Angela Harris, principal of Trio Design. Topics ranged from use of color, to incorporating art and collections, and, naturally, how lighting can be used to accent spaces and create evocative settings. The event concluded with a celebration of Day unveiling her first collaboration with Varaluz, as well as tequila and tacos! All guests received a totebag packed with Varaluz swag and one lucky attendee won the grand prize, a \$5,000 gift certificate toward purchase of any Varaluz lighting, wall art, furniture, and/or accessories.

Attendees were thoroughly wowed by HP Spring Market introductions. With our collaboration with the Smithsonian Institution—our exclusive collection of lighting—Smithsonian Illuminated and Smithsonian Décor—furniture and accessories—as well as new product families and additions, and new mirrors by Tamara Day, there was something for nearly everyone's liking!

Also, our sleek and sexy gold Swoon pendant and captivating Kato nesting coffee table and ottoman had their red-carpet moment. Both products made the cut for 2023's spring market TrendWatch display and also were highlighted in forecaster Julie Smith Vicente's seminar devoted to hot trends. Such a great showing for Varaluz!



Q2 2023

REDUCE, REUSE, RECYCLE

We do not take the above slogan lightly, it's part of our DNA. Sustainable, responsible manufacturing is an important part integral to of our core values. From design and sourcing materials, to manufacturing and processing, all the way to packaging and shipping, we take this to heart and aim to be fully accountable in our practices and production.

Here's a look at how we're doing:

We use sustainable materials in production whenever possible:

- 100 percent recycled glass; repurposed or recycled rattan, ethically sourced bamboo, and re-harvested shells
- 70 percent or greater recycled steel content
- Reduced packaging: We use an average of 45 percent less than other industry manufacturers
- Low-VOC water-based finishes and solvents
- Energy-efficient lamping options
- FSC (Forest Stewardship Council) wood



Flow



Machina



Kalani

Varaluz re-purposes an estimated 67 tons of recycled materials each year. This means that in addition to re-using materials, we are not generating waste in landfills. This practice reflect's our commitment to being responsible stewards of the environment and safeguarding our eco-system. For Varaluz, Earth Day is every day.

LUZ NEWS

MAY

Q2 2023

MAY MOODBOARD

Inspiration: Memphis Style

Product: Bette and Danny

Varaluz founder Ron Henderson is continually inspired by nature, architecture, fashion and unexpected sources. Recently, he was captivated by the 1986 comedy *Ruthless People* with Danny DeVito and Bette Midler and its ode to Memphis (hailing from Italy, not Tennessee) art design and set direction.

The bold colors, the geometric shapes, the emphasis on form over function are reflected in Bette and Danny, our recycled steel wall art. Available in a variety of textures and sheens: 80s-inspired palettes of pink silver, and blue, pops of multiple colors, and a more neutral offering of black, white, silver and gold, these fun, sculptural accessories make a statement.



Danny



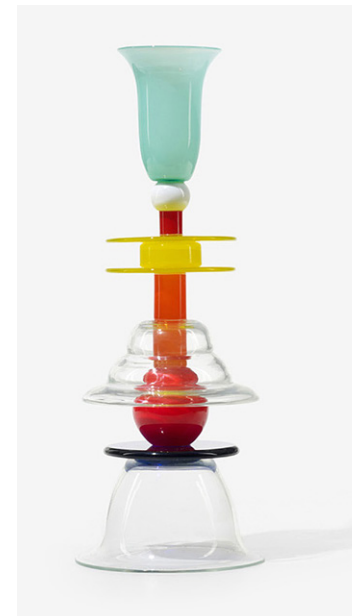
Bette



Danny



Bette



LUZ NEWS

Q2 2023

UPCOMING EVENTS

[Lightovation: Dallas International Lighting Show](#)
[Las Vegas Market Show](#)
[High Point Market](#)

June 21-24
July 30-3
October 14-18

LUNCH AND LEARNS

Seeing is believing. We're available to visit your showroom and interact with your teams for a product knowledge. This is a great opportunity for your staff to learn about Varaluz and highlight what makes our designs and products standouts in the crowd.

GET YOUR SWAG!

Order Varaluz SWAG for your next event or just because. Choose from lots of goodies: coffee mugs, tote bags, or nail polish.
Place your order at: customerservice@varaluz.com



CONTRACT CAPABILITIES

Are you seeking a specific light fixture or furniture piece and are failing to find it? Is there a design, configuration, size, color or material that you have in mind? With our full-service custom division, Varaluz has the capacity, talent and ability to bring product to life. From ideation and inspiration, to design and realization, Varaluz can make your vision a reality in just four to six months. Additionally, we're able to modify and adapt existing products to meet your needs.



WE OFFER

A range of materials, including metal, stone, acrylics, glass, hides, fabrics, ceramics

Plated or painted finishes to match any swatch

Unlimited sizes

24-hour quotes

On-site assistance available



PRESS KIT DOWNLOAD
bit.ly/varaluz_high-point_2023