BDI Unveils New High Point Market Showroom, Marking a New Chapter for the Brand

New space supports the company's expanding product portfolio while creating a more inspiring and practical resource for retail partners.



BDI Showroom

HIGH POINT, NC, UNITED STATES, September 21, 2026 / EINPresswire.com/ -- BDI, a leader in thoughtfully designed home furnishings, will open a new showroom at 220 Elm, Fourth Floor, during Fall High Point Market, October 17–21, 2026. The approximately 7,000-square-foot space marks an important investment for the company as it continues to grow its product offering while creating a showroom designed to better serve retailers, designers, media, and industry partners. Designed by Liquid Design of Charlotte, North Carolina, and built by Suburban Construction, the new showroom was planned to reflect the BDI brand while serving as a practical merchandising resource for retail partners. Rather than displaying furniture as individual pieces, the showroom presents complete living environments that demonstrate how BDI collections work together in the home. "This showroom represents the most complete physical expression of BDI we have ever created," said Sol Garay, President of BDI. "It reflects where the company is today, the breadth of categories we now serve, and the opportunities we see ahead. The space gives us a much stronger platform for telling the full BDI story and for showing how thoughtful design and intelligent functionality can improve everyday living."

The new space has been planned to make more intentional use of every square foot.

Thoughtful
lighting, room settings, product displays, and clear circulation help visitors experience not only the
furniture itself, but how it functions within a complete home.
The showroom also reflects BDI's continued expansion beyond the media and office furniture categories for which the company has long been known. Expanded presentations across bedroom,
dining, storage, and occasional furniture allow the company to showcase the breadth of its portfolio
in one cohesive space, while providing flexibility for future product introductions and educational
events. Product launches for Fall Market will be announced separately.
"Our retail partners were at the center of our thinking throughout the design process," said Dave
Adams, Vice President of Marketing at BDI. "We wanted to create an inspiring expression of the BDI brand, but also a practical resource that demonstrates how thoughtful merchandising and product presentation can create a stronger customer experience. We want retailers to leave the showroom with ideas they can adapt and put to work in their own stores."
Located on the fourth floor of 220 Elm, the showroom features abundant natural light, warm oak
details, polished concrete floors, dedicated presentation areas, and spaces for meetings and hospitality throughout Market. The layout was designed to encourage visitors to spend time exploring the collections and discovering the details that distinguish BDI products.

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