

## Hightower™ moves in-house designs under one brand: Hightower Studio



*Growth of company's popular products include new design team, sustainability focus*



With a modern, informed color palette, fresh photography of the complete collection, along with robust resources to empower their independent sales force, **Hightower™** has launched **Hightower Studio**; the company's own collection of furniture designed and manufactured in-house.

Design Director **Shawn Sowers** commented on the company's intentionality in adding Hightower Studio to a line-up of other brands: "Hightower is known as a design house, manufacturer, and distributor of contract furniture. As a house of brands, we provide our clients access to exclusive offerings through our international partnerships. The time felt right to group our own, in-house designs under a distinct brand identity. Our US-based teams design and manufacture these products so it's been exciting to see them embraced as some of Hightower's most popular pieces, representing our strongest sales last year. In continuing to grow and invest in this collection, we're very happy to officially launch Hightower Studio; fresh, simple, adaptive products with more additions coming soon!"

Color is showing up in a big way as part of the Hightower Studio launch. Hightower's in-house design team partnered with a color specialist to develop a modern palette focused on more choice for clients combining color psychology, interior design trends as well as societal signals. Shared Shawn Sowers, Design Director for Hightower, "Color is a reflection of our society and there's so much to consider in making sure we're sensitive to those signals. Our team enthusiastically jumped into the work of modernizing our finish options. In collaboration with our color consultant, we focused on creating a palette that could help bring a sense of calm, carefully considering the effects of color and color design theories to offer impactful solutions for our clients' interior project goals."

The launch of Hightower Studio includes the collection's logo, completely updated product photography featuring the 'new 9' color palette, and imaginative visuals giving the design community exciting new ideas in which to personalize the popular pieces. Hightower Studio's in-house design team has also incorporated a stronger emphasis on sustainable products and practices. More details on Hightower Studio can be found by visiting [hightoweraccess.com/brands/hightower-studio](http://hightoweraccess.com/brands/hightower-studio) (<http://hightoweraccess.com/brands/hightower-studio>)



Hightower Studio Tombolo Sectional S Shape in Green and Booth in Wheat



Arlo Lowback Sienna with Terracotta Gloss



Gimbal Lowback Rocker in Lilac\_Ruby Table in Light Sienna Gloss

### **About Hightower:**

Since 2003, Hightower has provided bold, unexpected, beautiful pieces aimed at improving functionality for workspace, hospitality, and educational settings all across North America. Family-founded and operated, Hightower's leadership includes award-winning CEO Natalie Hartkopf, joined by a group of passionate professionals pursuing the most sought-after designs in contract interiors, setting up clients to stand out in their field.

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