



Last chance to book your stay!  
Room block closes soon

Join Industry Leaders!



Home > New Products > Alden Home continues to build on rebrand with focus on furniture that 'thrills'



Alden Home will show the Bianca dining group at April Market.

## Alden Home continues to build on rebrand with focus on furniture that 'thrills'

Cindy W. Hodnett // Executive Editor of Brand Development // March 29, 2024



HIGH POINT — When [Alden Home](#), formerly Alden Parkes, announced the company's rebrand late last year, the goals for the initiative were to introduce a refreshed visual identity, strategic creative approach, a new website and a new showroom at the October High Point Market. Now, nearly six months later, the company's founder is planning to once again highlight all that is new and fresh at Alden Home, including a commitment to home furnishings that will last for generations.

"I think we're moving away from disposable furniture," said Lynne McArdle, cofounder of Alden Home along with Khrys McArdle. "When we develop product, we really want to focus on quality, and we are not cutting any corners."



Lynne McArdle

With a nod toward consumers who are "discerning," McArdle explained that one of the company's design focuses for the product line is to take inspiration from nature and create furniture that is "beautiful, but not overdone." The focus incorporates everything from finish to frame, and McArdle added that it is all part of redefining who the company is and how they differentiate the line from others.

"After 18 years in business, it feels like we are stepping out and really getting ready to flourish," she said. "There are times when you have to jump off a cliff and know you are going to catch wind and fly, and this is one of those times."