

**Contact:** Etosha Moh, The Consultancy PR  
[emoh@theconsultancypr.com](mailto:emoh@theconsultancypr.com)  
714-743-3550

**WESTEDGE DESIGN FAIR ANNOUNCES EXPANSION OF “RESIMERCIAL” EXHIBITORS**

*Featuring 175+ Design Brands, WestEdge Design Fair Increases Exhibitors Offering Products to Serve High-End Commercial and Hospitality Projects*

**FOR IMMEDIATE RELEASE**

**(Santa Monica, CA) – Fall 2018** – [WestEdge Design Fair](#), the West Coast’s premier modern design fair, featuring a highly-curated selection of domestic and international manufacturers and independent designers and makers, returns to Santa Monica’s Barker Hangar this October 18-21, 2018, with an expansion of “resimercial” products geared to the hospitality and contract projects, as well as residential. Now in its sixth year, the LA-based fair features thousands of products ranging in categories from furniture, lighting, fine carpets, kitchen + bath products, artwork and more that have applications in the higher-end commercial projects for design and trade specifiers who attend the annual fair.

WestEdge will feature nearly 175 brands, many of whom specialize in commercial applications such as, **Cerno, Fyrn, Antrobus + Ramirez, Tidelli, whyrHymer** and more. Geared towards the high-end market, each brand is known for their work in speciality projects both domestically and internationally within luxury hotels, hotel lobbies, restaurants, VIP suites, executive offices, as well as premium residential design, and more. Commercial product specifiers will also have the opportunity to see brands in hospitality settings at the fair including Vondom (Outdoor Lounge), Tidelli (Interior Lounge/Café), and more.

“As the co-founders of WestEdge, we are so pleased that the fair has evolved into a resource for premium products that may be specified for not only residential projects, but also higher-end contract and hospitality environments.” Said Troy Hanson, Co-Founder and Principal of WestEdge Design Fair. “A vast majority of the event’s participants currently work in the commercial arena, and will be showcasing products featuring the latest in led technology, sustainable manufacturing processes, capacity to produce multiples, and the highest-quality furnishings in the marketplace today.”

Launched in 2013, the annual WestEdge Design Fair has seen steady growth including an increase of 40% in exhibitors and a 120% rise in attendees since its inaugural year. This fall, the fair will bring together more than 175 brands from across the globe to the quintessential Southern California indoor/outdoor setting of Santa Monica’s Barker Hangar. The event will welcome more than 12,000 design professionals and design enthusiasts to meet and source products from top-tier design brands in categories including furniture and lighting, kitchen and bath and more. Additionally, attendees will enjoy live-demonstrations, design talks and panel discussions, meet-and-greets and book signings with notable design influencers.



OCTOBER 18-21, 2018

THE BARKER HANGAR, SANTA MONICA, CA

WestEdge welcomes commercial trade professionals and specifiers with proper credentials to attend the fair at no cost. Trade registration is free to these individuals through October 10th here:

<https://ten31.co/r/?e=8&rp=6>

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### **About WestEdge Design Fair**

WestEdge is a three-day event that offers the best in modern design, all in an environment designed to engage, entertain and inspire. The fair offers the opportunity to shop from premium design brands – many new to the West Coast and meet the designers behind thousands of inspiring products. In addition, attendees gain insight from leading names in the design industry with a full series of educational programs and are invited to enjoy culinary demonstrations, book signings and special events. For more information visit, [www.westedgedesignfair.com](http://www.westedgedesignfair.com).

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