

Badgley Mischka Home boosts sales force

Adds 28 to cover North American, international sales

[Home Accents Today Staff](#), October 3, 2017

Badgley Mischka Home, the home furnishings brand created by fashion designers Mark Badgley and James Mischka, announced that it has added 28 sales representatives to cover North American and international sales.

The news comes prior to the company's second [High Point Market](#) appearance.



"With the growing connection between fashion and home decor among consumers, Badgley Mischka Home was an obvious next step for the designers," said Jonathan Bass, CEO, Badgley Mischka Home. "Their strong brand recognition combined with a genuine passion that Mark and James have for furnishings is a home run, and we're eager to expand our product distribution channels through a strong global rep force."

Sales representation includes national coverage across the United States. Eastern and western Canada are represented, along with Russia and Eastern Europe. Two representatives are named to manage sales in the hospitality design sector.

A full listing of the trading areas and representatives is available at [BadgleyMischkaHome.com](#).

Iconic designers Mark Badgley and James Mischka entered the furnishings segment with the April launch of Badgley Mischka Home. Product deliveries began immediately following the trade show.

At this month's [High Point Market](#), the furniture and accent collections expand to more than 200 SKUs, including dining, living and bedroom furniture, as well as accent and occasional items, upholstered seating and decorative accessories.

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