



SAMUEL & SONS | TAILOR MADE

Velaré Applications Ideas









VELARÉ COLLECTION

Velaré is a collection of sumptuous velvet borders, architectural rosettes, and a newly introduced category of appliqué border frames. Developed in dense velvet pile and enriched with embroidery and cord appliqué, the collection explores pattern through material, construction, and line.

Guided by the traditions of European passementerie, Velaré explores the relationship between structure and softness. Its patterns draw from classical architecture and 18th-century decorative arts, including rosettes, Greek keys, botanical scrolls, and tracery.

At the center of the collection is the introduction of appliqué border frames, designed as composed architectural details. These pieces translate the linear tradition of borders into structured squares and rectangles that function as textile cartouches within an interior, introducing a more resolved approach to installation by eliminating the need for mitered corners while allowing the pattern to flow seamlessly around the frame. These appliqué border frames represent a meaningful evolution passementerie, positioning trim as a more resolved design element that establishes proportion, creates a clear focal point, and brings a tailored architectural order to upholstery and soft furnishings.

The following pages explore the Velaré patterns and color, along with detailed sewing guides to illustrate how to properly apply for each of them, while suggested applications offer inspiration for using each element in unexpected ways.



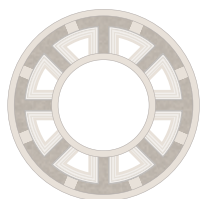


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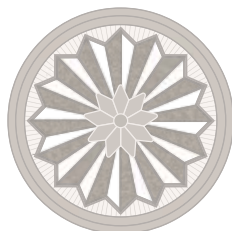
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Velaré Collection



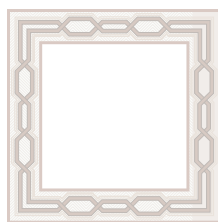
RT-61968 5" (12.7 cm)
Heliara Velvet Rosette/
Cartisane velours Heliara
 75% VI, 25% PES
Colours : Dune, Patina, Porcelain Blue, Sun, Walnut



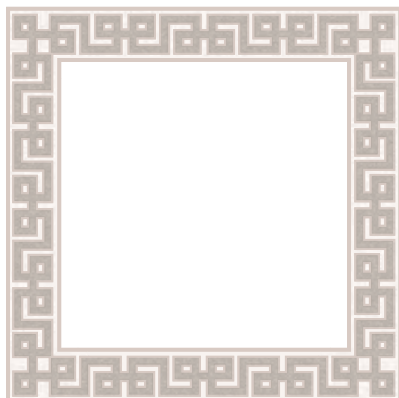
RT-61969 6.15" (15.5 cm)
Tracery Velvet Rosette/
Cartisane velours Tracery
 55% VI, 45% PES
Colours : Finch, Latte, Leaf, Ruby, Sapphire



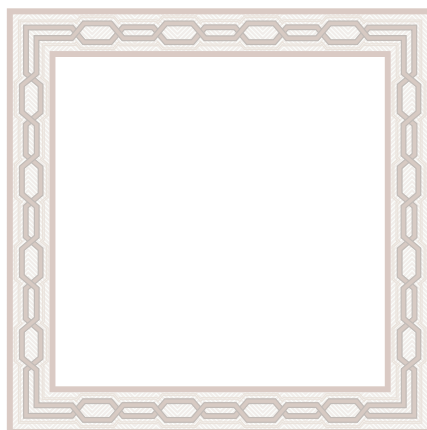
AP-61959
Lennox Velvet Appliqué Rectangle/
Appliqué velours rectangle Lennox
 Length / Longueur : 8.5" (21.6 cm)
 Width / Largeur : 15" (38.1 cm)
 40% PES, 26% VI, 19% LI, 15% CO
Colours : Emerald, Lapis, Oro, Oyster, Verdigris



AP-61961
Trelliane Embroidered Appliqué Small/
Petit appliqué brodé Trelliane
 Length / Longueur : 8.5" (21.6 cm)
 Width / Largeur : 8.5" (21.6 cm)
 35% PES, 25% LI, 24% CO, 16% VI
Colours : Ivory, Sage, Slate Blue



AP-61960
Lennox Velvet Appliqué Square/
Appliqué velours carré Lennox
 Length / Longueur : 13" (33 cm)
 Width / Largeur : 13" (33 cm)
 40% PES, 26% VI, 19% LI, 15% CO
Colours : Emerald, Lapis, Oro, Oyster, Verdigris



AP-61962
Trelliane Embroidered Appliqué Large/
Grand appliqué brodé Trelliane
 Length / Longueur : 14" (35.5 cm)
 Width / Largeur : 14" (35.5 cm)
 35% PES, 25% LI, 24% CO, 16% VI
Colours : Ivory, Sage, Slate Blue



AP-61958
Laurentia Velvet Appliqué/
Appliqué velours Laurentia
 Length / Longueur : 14" (35.5 cm)
 Width / Largeur : 14" (35.5 cm)
 45% VI, 30% CO, 25% PES
Colours : Moss, Seacrest, Shell, Terra

Velaré Collection



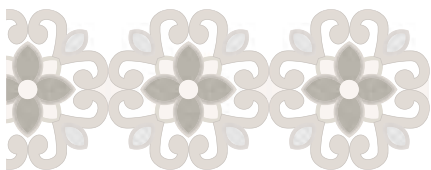
BT-61967 1.5" (38 mm)
Trelliane Embroidered Border/
Appliqué brodé Trelliane
 Repeat / Raccord : 2.75" (70 mm)
 35% PES, 25% LI, 24% CO, 16% VI
 Colours : Ivory, Sage, Slate Blue



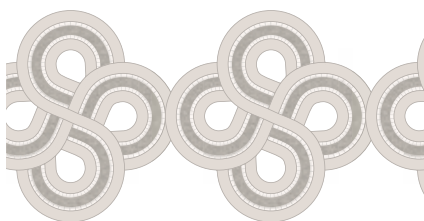
BT-61072 1.75" (44 mm)
Lennox Velvet Border/
Galon velours Lennox
 Repeat / Raccord : 5.25" (13 cm)
 40% PES, 26% VI, 19% LI, 15% CO
 Colours : Emerald, Lapis, Oro, Oyster, Verdigris



BT-61964 1.95" (49 mm)
Laurentia Velvet Border/
Galon velours Laurentia
 Repeat / Raccord : 3.9" (99 mm)
 45% VI, 30% CO, 25% PES
 Colours : Moss, Seacrest, Shell, Terra



BT-61965 2.55" (65 mm)
Lunaria Velvet Border/
Galon velours Lunaria
 Repeat / Raccord : 2.6" (66 mm)
 60% VI, 40% PES
 Colours : Pink Marble, Terrazzo



BT-61963 3.4" (85 mm)
Ornate Velvet Border/
Galon velours Ornate
 Repeat / Raccord : 3.15" (80 mm)
 75% VI, 25% PES
 Colours : Mineral, Tarragon, Umber

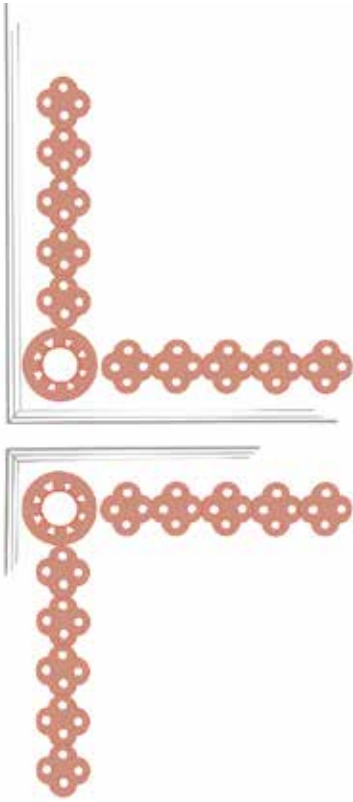


BT-61966 3.75" (95 mm)
Seraphina Velvet Border/
Galon velours Seraphina
 Repeat / Raccord : 15.55" (39.5 cm)
 45% CO, 35% PES, 20% VI
 Colours : Antique, Tea

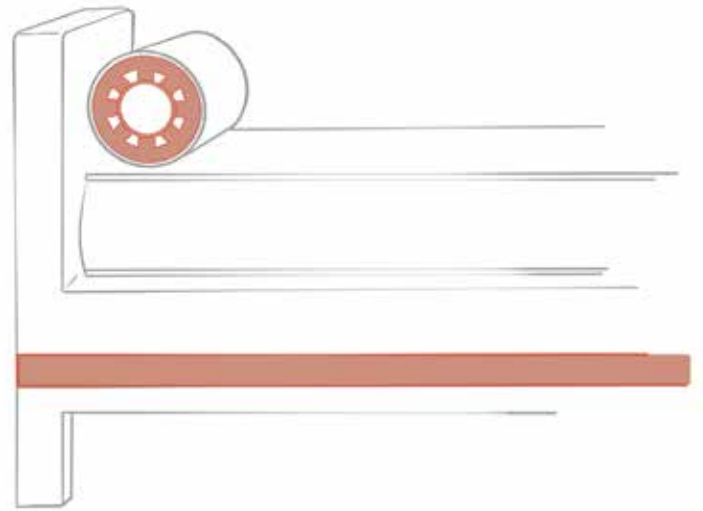


VELARÉ APPLICATIONS IDEAS

From 5" circular rosettes to 14" square appliqués with seamless corners, Velaré offers endless design possibilities. Mix and match scales, layer coordinating patterns, or pair them with complementary trims to frame pillows, furniture, walls, window treatments, and decorative accents. Or why not use them as your own picture frame?



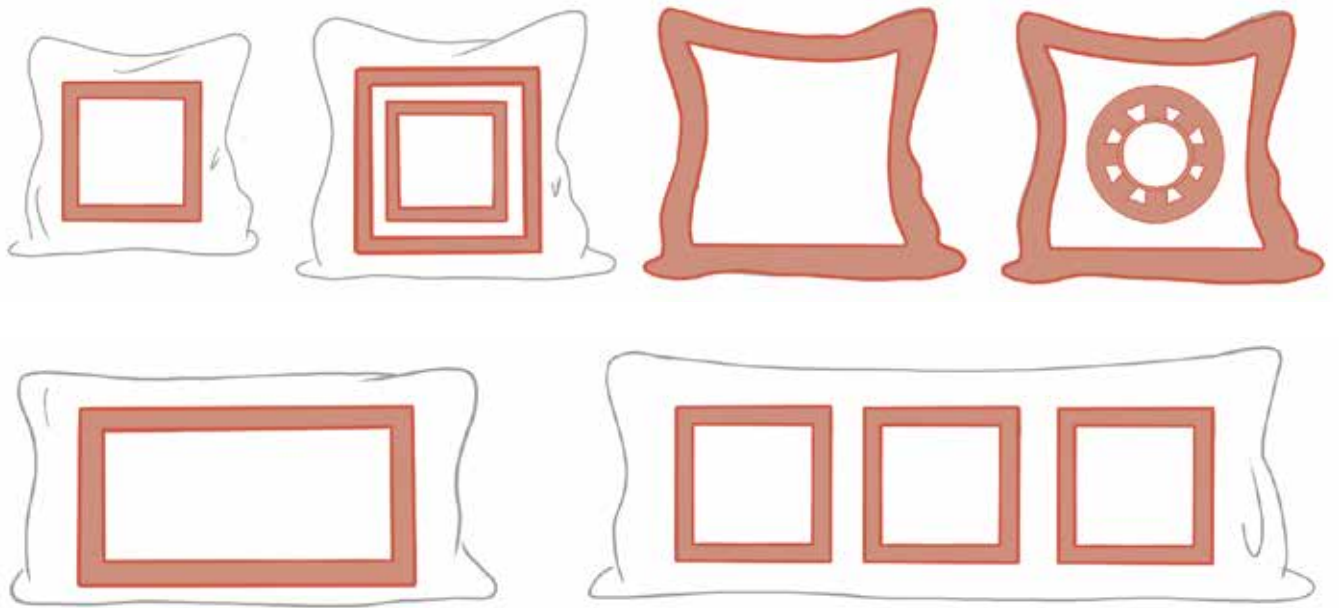
Wall



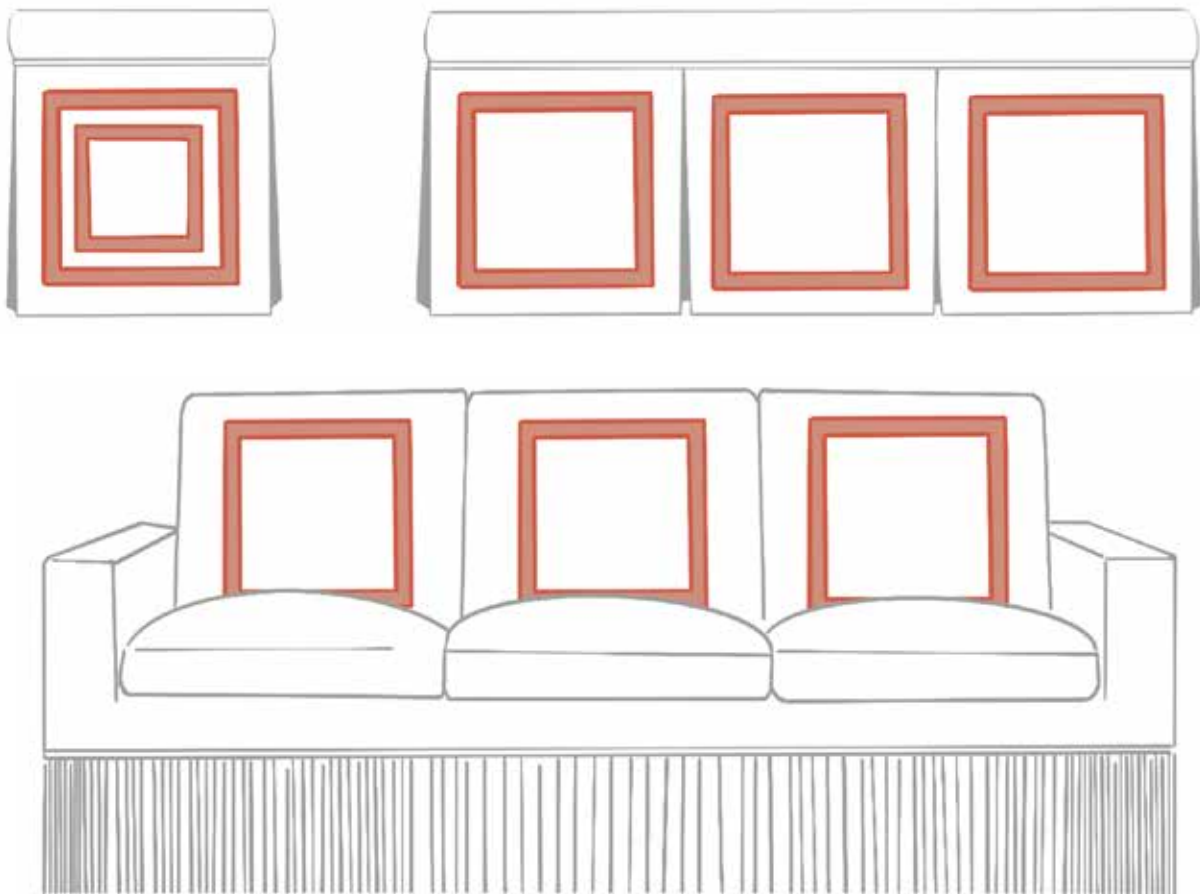
Bolsters



Slip Covers



Pillows



Upholstery

Design Consideration: *Velaré appliqués are available in fixed sizes. When planning your application, consider scale, proportion, and placement to create a balanced, cohesive design.*



INSPIRATION

The architectural details of Velaré lend themselves beautifully to wall applications, while its soft, dense velvet pile makes it equally suited for sophisticated pillows and upholstery. Velaré appliqué frames find their place across a range of applications with seamless 45° angles.



Mix and match colors and sizes to create the illusion of a larger frame. Take the pattern a step further by pairing frames with their coordinating border.



Don't stop at the frame. Cords and fringes are a great way to add another layer to the design. Seen here, the Lennox Appliqué Square and Rectangle are paired with Julianne Piping, Sophie Cord with Tape, and Ashton Brush Fringe.





Coordinating borders and appliqués are made for each other. On box pillows, layering the two creates depth and extends the pattern beyond the frame. To the left, the Laurentia Velvet Border and Velvet Appliqué in Shell.





The scale of Velaré rosettes makes them a natural choice for bolsters. Add a cord or brush fringe around the outer edge, layer a smaller rosette or key tassel at the center, or do both. The collection's versatility allows for endless pairings and sensibilities.

Even better together, Velaré appliqués are a great way to create your own repeat. Seen here, three appliqués adorn a pillow, but the same principle can be applied to larger applications such as headboards, walls, or wherever repetition makes an impact.













The petals of the Lunaria Velvet Border create a beautiful scalloped effect, making it a natural choice for applications such as lampshades.

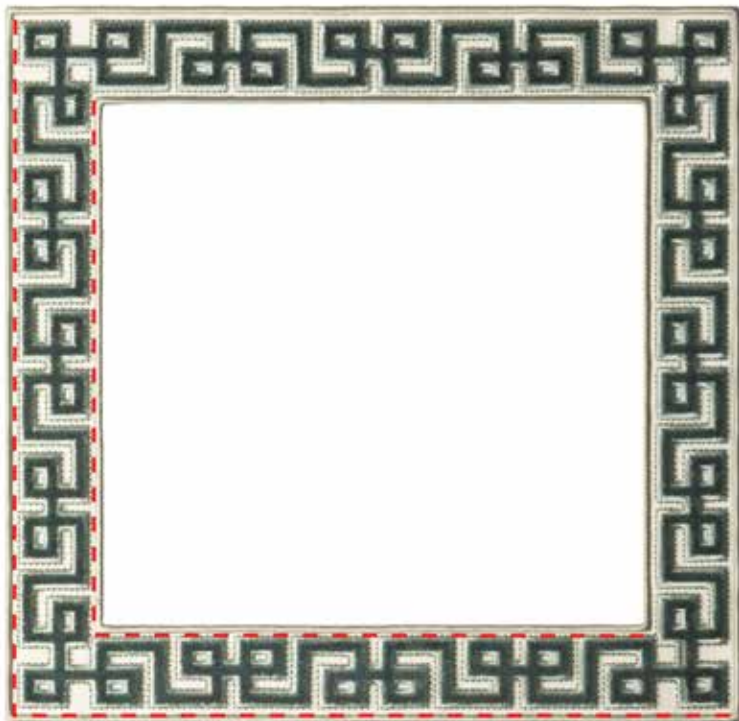
A SEWING GUIDE FOR VELARÉ

Velaré introduces a new approach to traditional passementerie, with appliqué frames that simplify fabrication by allowing the pattern to flow seamlessly around the corners, without the need for a 45° miter or complex sewing.

Velaré appliqués and borders can be easily machine sewn for a wide range of applications. The following guide indicates where to stitch each pattern, marked by a dotted line. For certain designs, small dabs of fabric glue or a light application of fabric spray adhesive can help hold the piece in place before machine stitching.



Sew along the red dotted line



LENNOX VELVET APPLIQUÉ SQUARE

AP-61960

Length: 13" (33 cm), Width: 13" (33 cm)

(13" x 13") Reinterprets the Lennox Velvet
Border as a square frame.

LENNOX VELVET APPLIQUÉ RECTANGLE

AP-61959

Length: 8.5" (21.6 cm), Width: 15" (38.1 cm)

(8.5" x 15") Reinterprets the Lennox Velvet
Border which is a striking 1.75" (44 mm) plush
velvet border that features a bold Greek Key
pattern. The central section of the pattern is
created with velvet and then accented with a
row of contrasting stitches on either edge.



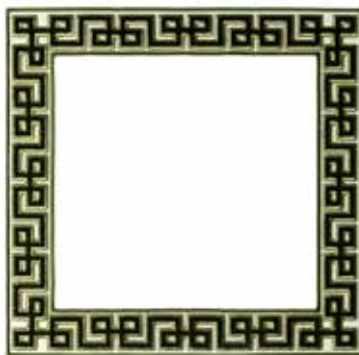
17 Verdigris



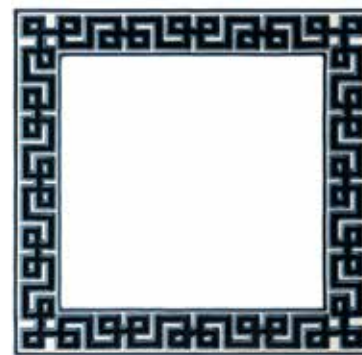
14 Oyster



16 Oro



20 Emerald



19 Lapis

HELIARA VELVET ROSETTE

RT-61968 | 5" (12.7 cm)

A 5" diameter architectural medallion derived from the Greek key, with cut-out sections that emphasize its classical design language. Formed in plush velvet and raised cord appliqué, it creates a dimension and a striking focal point in application.



27 Dune



28 Sun



31 Porcelain Blue



29 Walnut



30 Patina

TRACERY VELVET ROSETTE

RT-61969 | 6.15" (15.5 cm)

A 6" diameter classical rosette centered on an embroidered floral motif, with radiating velvet sections outlined in appliquéd cord and framed by cutwork. Referencing carved architectural ornamentation that creates dimensional focal point in application.



01 Latte



02 Finch



03 Leaf



04 Ruby



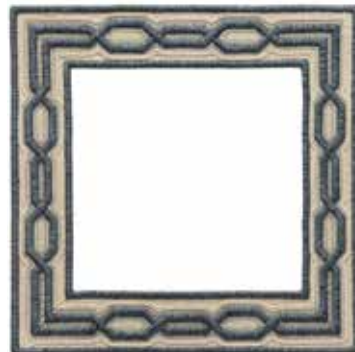
05 Sapphire

TRELLIANE EMBROIDERED APPLIQUÉ

Available in Small (8.5" x 8.5") and Large (14" x 14"), featuring an ogee pattern rendered in raised strié embroidery on a chevron-weave ground, finished with satin stitching on either edge. Available in Ivory, Sage, and Slate Blue.



11 Ivory



13 Slate Blue

TRELLIANE EMBROIDERED APPLIQUÉ SMALL

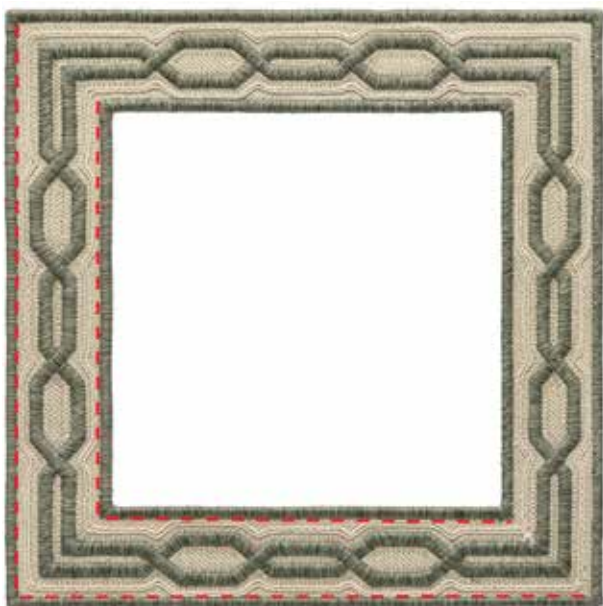
AP-61961

Length: 8.5" (21.6 cm), Width: 8.5" (21.6 cm)

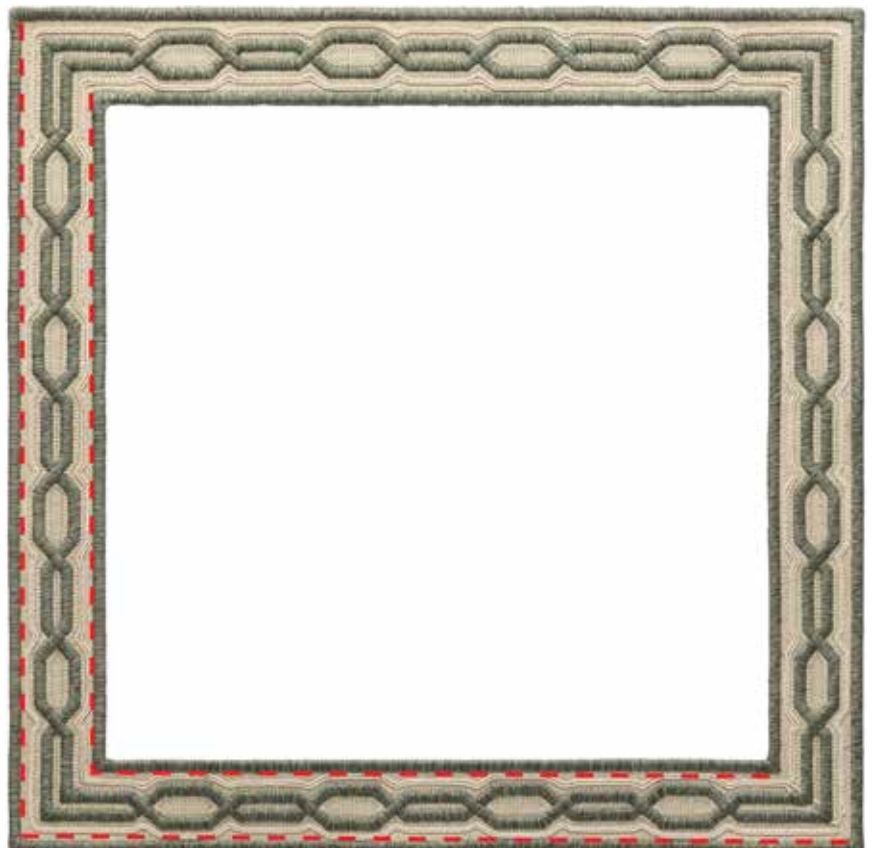
TRELLIANE EMBROIDERED APPLIQUÉ LARGE

AP-61962

Length: 14" (35.5 cm), Width: 14" (35.5 cm)



12 Sage



LAURENTIA VELVET BORDER

BT-61964 | 1.95" (49 mm)

1.95" An Art Deco-inspired palm motif rendered in dense pile velvet alternating with raised embroidered leaves, accent stitching, and lustrous satin-stitch edges. The pattern emphasize its radiating, alternating fan-like fronds.



23 Shell



24 Terra



26 Moss



LAURENTIA VELVET APPLIQUÉ

AP-61958

Length: 14" (35.5 cm), Width: 14" (35.5 cm)

(14" x 14") Translates the Laurentia Velvet Border, an Art Deco-inspired palm motif rendered in dense pile velvet alternating with raised embroidered leaves, accent stitching, and lustrous satin-stitch edges. The pattern emphasizes its radiating, alternating fan-like fronds. It is available in Shell, Seacrest, Moss and Terra.



25 Seacrest

LUNARIA VELVET BORDER

BT-61965 | 2.55" (65 mm)

2.55" An 18th-century French-inspired floral border featuring plush velvet petals and openwork details, composed in a repeating rosette pattern.



21 Terrazzo



22 Pink Marble

SERAPHINA VELVET BORDER

BT-61966 | 3.75" (95 mm)

3.75" Inspired by the botanicals of William Morris, plush velvet blossoms are rendered with nuanced light and shadow, complemented by intricately embroidered stems and leaves. A complex range of stitches articulates the foliage, enhancing definition and creating a clear sense of depth and dimension.



09 Antique



10 Tea

ORNATURE VELVET BORDER

BT-61963 | 3.4" (85 mm)

3.4" Open quatrefoil border rendered in plush velvet and outlined with embroidery, translating architectural tracery into a dimensional textile border with soft pile, openwork detail, and refined sculptural silhouette.



06 Mineral



07 Tarragon



08 Umber





