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Press

Michelle Caganap/Michelle@spreadpr.net
212.696.0006**Lori Weitzner for Samuel & Sons Presents the Broderie Collection**

November 2011 (New York, NY) - Samuel & Sons, the premier passementerie tradition in the interior design community, announces the launch of the Broderie Collection, its latest creative collaboration with renowned designer Lori Weitzner. Inspired by classic embroidery, the line features intricate, embroidered borders that exemplify Lori's aesthetic of refined and modern romance. The sophisticated pieces lend a touch of luxury to understated textiles or a perfect adornment to more ornate patterns.

"In developing the Broderie collection, I wanted to pay homage to the roots of my design aesthetic," explains Weitzner. "I love things that are transitional and offer a myriad of design options. Broderie enhances the personality of any fabric, like a perfectly placed accessory on a well-dressed woman. The borders compliment traditional settings, as well as more quiet and modern decor."

Broderie consists of seven tapes: 2" Cecilia Embroidered Border, 2" Ella Embroidered Border, 2" Amelie Beaded Vine Border, 2.75" Matilda Embroidered Border, 2" Natasha Striped Embroidered Border, 2" Chloe Pleated Velvet Border, and the solid coordinating 2" Hannah Border.

Harkening to traditional embroidery, the **Cecilia** and **Ella** Borders feature delicate floral inspired designs. Reminiscent of European tapestries, the sweeping embroidered patterns dance across the rich tapes. The **2" Cecilia Embroidered Border** is available in eight enchanting colors: *Antique, Silkwood, Gold Finch, Verdure, Pearl, Blue Bell, Lavender* and *Carmine*. The **Ella Border** is available in eight organic hues that include *Carnelian, Calla Lily, Ginger, Molasses, Ash, Sea Gull, Mint, and Lichen*.

Weitzner further transcends conventional embroidery with a selection of innovative designs by creating the more contemporary **2" Amelie Beaded Vine Border, 2.75" Matilda Embroidered Border** and **2" Natasha Striped Embroidered Border**. The **2" Amelie Beaded Vine Border** showcases an elegant foliage inspired pattern, incorporating glamorous metallic beaded embroidery on a lush velvet ground in four sumptuous colors: *Platinum, Truffle, Brass, and Sterling*. The stately geometric **2.75" Matilda Embroidered Border** is available in eight colors ranging from neutral to saturated such as *Sage, Bisque, Walnut, Chrysanthemum, Lemongrass, Pewter, Gulf* and *Cinnabar*. The **2" Natasha Striped Embroidered Border** utilizes subtle changes in stitching, color and texture to create a soft yet distinguished stripe pattern. It is available in three colorways, *Blush, Moonstone* and *Silver*.

The collection also includes the plush **2" Chloe Pleated Velvet Border**, available in eleven alluring colors including *Ecru, Mist, Taupe, Café, Truffle, Copper, Henna, Plum, Khaki, Mercury* and *Raven*. The solid **2" Hannah Border** is available in 14 colors that coordinate with the rest of the collection. The

colors include *Canvas, Custard, Barley, Dolphin, Latte, Denim, Cranberry, Cinnamon, Chamomile, Aloe, Celadon, Mulberry, Earth* and *Graphite*.

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SAMUEL & SONS

LORI WEITZNER
Collection

The Lori Weitzner Broderie Collection from Samuel & Sons is available in the New York flagship showroom and the Chicago showroom in the heralded Merchandise Mart as well as in fine showrooms throughout the United States, Canada, Europe, Asia, Australia, New Zealand and the Middle East.

For information and locations, please visit Samuel and Sons at www.samuelandsons.com or call 212.704.8000.

Lori Weitzner, principal and creative director of her own New York-based firm, is internationally known for her signature wallcoverings, textiles and other products for the interior, which cross a multitude of disciplines. Her aim throughout her product lines is to conceive high quality design that emotionally appeals to a broad range of markets. Lori's recognizable style is a sophisticated color palette, intricate, dimensional textures and a lyrical, painterly approach to pattern. A world traveler, she not only balances clients from many countries but incorporates diverse cultures and histories into the themes of her work.