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Lori Weitzner for Samuel & Sons Presents the Modern Holdback

September 2010 (New York, NY) - Samuel & Sons, the premier passementerie tradition in the interior design community, announces the launch of its latest creative collaboration with renowned designer Lori Weitzner. The Patina and Martinique collections are inspired jewelry for the home, offering the perfect finishing touch for draperies. The Etoile collection channels the elegance and delicate beauty of traditional Japanese origami. These innovative concepts encourage designers to incorporate holdbacks and tiebacks into their design vision, by challenging the established perception of passementerie and showing the many possibilities for luxury interiors.

"For almost two years we have been developing a range of tiebacks and holdbacks that are different and modern to present designers with a whole new perspective on what trim can be," explains Weitzner. "My goal was to create a contemporary collection that would offer many new ideas and variations with a touch of classicism." The Contemporary Holdback Collection is composed of three groups - Patina, Martinique and Etoile - each with its own distinct personality.

The Patina holdbacks are inspired by Alexander Calder's jewelry featuring classic modern shapes and unusual metal finishes. Some pieces such as the Calder Metal holdback, which include curling metal shapes, are more whimsical. The circular Stonehenge Metal holdback, rectangular Zanzibar Metal

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holdback and the sleek cylindrical Argana Metal tieback lean towards a more structured minimalist design. This modern group challenges a designer's expectation of what "trim" should be.

The second group, Martinique has a chic, natural feel. Inspired by antique African necklaces, this collection is made from grounded coconut shells crafted into beads and then naturally dyed. These tiebacks can be layered, paired in various colors and twisted for a denser look, or draped across window treatments for a simplified detail. The ends are finished with either wood sphere or tiered cubes, hand-painted in complimentary colors hues for each color way. The soft earth tone color palette of the Round Beaded holdback consists of Petal, Patina, Antique and Bark. The square Tiered Beaded holdback features darker hues with Ebony and Seed.

The final group, Etolie has an elegant, romantic feel, designed to "make you smile." Weitzner describes it as soft and frilly, yet with a structured sophistication that prevents it from being too sweet. The group was originally inspired by origami ribbon with gathers and pleats. It combines acetate and linen for a mixed shine and matte finish. Etoile is available in five colors; Taupe, Seafoam, Haze, Champagne and Viola.

The Lori Weitzner Contemporary Holdback Collections from Samuel & Sons are available in the New York flagship showroom as well as The Martin Group in the Boston Design Center and Hines & Co. in Washington, DC; in the Southeast at Jerry Pair in Dania Beach, FL and Ainsworth-Noah in Atlanta; in the Midwest at the Samuel & Sons' Chicago showroom in the famous Merchandise Mart, Rozmallin at the Michigan Design Center in Troy and Kneedler-Fauchere in Denver; in the Southwest, George Cameron Nash in Dallas and Houston; on the West Coast at Kneedler-Fauchere in San Francisco and Los Angeles as well as Jennifer West in Seattle; internationally at Primavera in Toronto, Altfield Interiors in Hong Kong and TD Fabrics in Singapore.

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.

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