



Optix

SAMUEL & SONS 



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PRESS INQUIRIES:

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Samuel & Sons presents: The Optix Collection

JANUARY 2016 (NEW YORK, NY) - New this Spring, Samuel & Sons, the premier destination for passementerie, introduces the Optix Collection, a sophisticated selection of appliquéd, geometric borders incorporating origami folding techniques articulated through a contemporary palette of neutrals.

Individual translucent acrylic foils are folded and yield components with various planes. These components are then assembled into patterns and appliquéd onto twill borders using tonal accent stitching. This results in 3 dimensional geometric designs whose structure comes from the various angles created by the foil folds in conjunction with the overall pattern created when they are combined.

Elliptic Appliqué Border is composed of a series of ovals, each fastened in the center while edges extend from the surface accentuating the true dimensionality of this design. The Elliptic border is offered in light shades of Frost, Chamois and Stone. It will be exquisite along the leading edge of a drapery or embellishing a valance.

Kinetic Appliqué Border features a series of end to end trapezoids that make up an undulating pattern conveying motion in this 2" border available in colors Charcoal, Cortado and Jet.

Quadratic Appliqué Border is constructed of squares created by the assembly of four folded foils whose varied planes combine with its inner angles to reveal a diamond of negative space within the centers. The design is enhanced by horizontal and vertical lines of tonal stitching.

The Optix collection expresses directional insight in material exploration, construction, scale, and dimensionality in a contemporary and sophisticated aesthetic.

The Optix collection from Samuel & Sons is available in the New York flagship showroom, the Chicago showroom in the famous Merchandise Mart, London's esteemed Design Center Chelsea Harbour, and most recently in Los Angeles, in a brand new 2000 square foot showroom, at the Pacific Design Center. As always, Samuel & Sons can additionally be found in fine showrooms throughout the United States, Canada, Europe, Asia, Australia, New Zealand and the Middle East. For more information about the collection and showroom locations, designers can visit www.samuelandsons.com or call the New York flagship showroom at 212.704.8000.

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Elliptic Appliqué Border in Stone

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Quadratic Appliqué Border in Frost

Elliptic Appliqué Border in Frost

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Kinetic Appliqué Border in Charcoal

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