



SAMUEL & SONS  
PASSEMENTERIE

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Press

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**The Ultimate Luxury: Samuel & Sons Presents the Custom Trim Program**

**July 2008 (New York, NY)** - Samuel & Sons, the design community's premier passementerie tradition, is renowned for its extensive collections of trims it keeps in stock, ready for immediate delivery. However, for those who require a specific product for their design vision, Samuel & Sons is pleased to introduce its latest service, the Custom Program.

With sixty-seven years of experience, these passementerie experts know how important it is to listen to the client. "For years, we have provided thousands of collections in stock as our clients often need our products immediately," explains Sam Cohen, Founder and President of Samuel & Sons. "But sometimes, there is a special project that demands a custom solution not found in our collection." Designers now have the option to create a unique, one-of-a-kind trim for that particular design, which expands the possibilities and provides alternatives suitable for any space.

"Custom" often connotes a difficult prospect and causes designers to be leery of all things custom; however, Samuel & Sons is dedicated to simplifying the process and accommodating the designer's needs. Whether it is a simple change in size or color, or a more detailed adjustment such as modifying an existing trim, duplicating an antique trim or creating a new trim from a new design, the Samuel & Sons Custom Program allows for any design to become a reality with ease.

Many designers have already taken advantage of the custom program in residential, hospitality and restoration projects, including such notable locations as the Clinton Presidential Library and the White House. Who can blame them! Samuel & Sons works with the finest mills to create each custom order and, for most projects, they can keep the minimum yardage requirement low. The average estimated lead-time is four to eight weeks once the threads are approved and, if necessary, there are occasions where Samuel & Sons can accommodate a two to three week request.

Samuel & Sons' Custom Program is now available in their New York flagship showroom and their new Chicago showroom in the famous Merchandise Mart as well as the Kneeder-Fauchere showrooms in San Francisco, Denver and Los Angeles; George Cameron Nash in Dallas and Houston; Jennifer West in Seattle; Rozmallin at the

spread

Michigan Design Center in  
Troy; Ainsworth-Noah in

Atlanta; The Martin Group in the Boston Design Center; Hines &  
Co. in Washington, DC; Jerry Pair in Dania Beach, FL and  
Primavera in Toronto.

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