



SAMUEL & SONS
PASSEMENTERIE

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Press

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Ooh-La-La: Samuel & Sons Introduces the French-Inspired Elysée Collection

June 2008 (New York, NY) - Samuel & Sons, the premier passementerie tradition in the New York design community, announces the launch of its latest design creation, the Elysée collection. This high-style "couture" line of fringes, cords, tiebacks and tapes features a combination of inviting colors and intricate detailing.

"We were inspired by the Elysée Palace of the French President in Paris," notes Sam Cohen, Founder and President of Samuel & Sons. "The classic, French-style design is based on documented trim we found from the early 19th century palace." Elysée reflects the rich history of one of the finest palaces in Europe (which remains to this day the French President's primary residence). It blends the historic design with an updated, modern interpretation that works in today's interiors.

The craftsmanship is evident in this dance of delicate color and graceful pattern. From the interwoven cords to the elaborate fringe, Elysée demonstrates an artisan's attention to detail and a sophisticated feel that works in both formal and informal settings. With seven different items from which to choose - including borders, cords, fringes and tassel tiebacks - this versatile collection brings a striking finishing touch to upholstery, drapery and accessories.

The Elysée Borders are available in three widths to accommodate any design need. These tapes mingle colors in horizontal and vertical lines that capture the eye. The Elysée Scalloped Tassel Fringe highlights the sophistication of handmade French design with its woven header and individually wrapped small tassels. At three inches in length, it is an updated look of a classic fringe. The Elysée Braided Cords feature an elaborate interwoven style, resulting in an elegant refined design. Available in both 3/8" and 1/4" diameter, with or without tape, these cords are the perfect final element for any pillow and furniture piece. The final component, the Elysée Single Tassel Tieback, redefines classic elegance. This transitional piece features graceful curves with a lush skirt that hangs below. Its completed size is 11 1/2" in length. Each element of the Elysée collection is available in eleven colors - Tuscan Red, Greige, Peony,

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Aquamarine, Desert,
Providence, Bittersweet,
Meadow, Ocean, Tearose and Java.



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Samuel & Sons' Elysée collection 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 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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