



SAMUEL & SONS  
WEITZNER

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**Sophisticated Nature: Samuel & Sons Presents**  
**The Everglades Collection by Lori Weitzner**

October 2012 (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. Inspired by the coastal landscape for which it's named, the *Everglades* collection from Lori Weitzner, transforms natural elements into sophisticated home accessories reminiscent of the tranquil estuaries of Southern Florida. Featuring sustainable materials such as linen, wood and abaca (banana fibers) in subtle tones, the collection skillfully reinterprets classic trim designs while evoking a sense of serenity.

"We want to make beautifully sophisticated pieces that challenge the way someone might look at trim," explains Weitzner. "My intention was to create a collection that would showcase how chic natural materials can be." These handmade pieces honor the uniqueness found in nature, but are also complex and delicate yielding an overall urbane quality.

Everglades is composed of two beaded fringes, three braids, two cords, two gimps, two holdbacks, one embroidered border and a collection of rosettes. Featuring intricately wrapped wood beads and linen tape; the Dewdrop Abaca fringe is available in three neutral colorways – Natural, Greige and Grain. The individually twisted strands of abaca intimate its artisan handcraftsmanship while also lending the fringe a textured finish. Similarly to Dewdrop, the Sklya Beaded fringe is also composed of abaca, wood and linen; however, it includes a mesh wrapping over metallic painted beads for a more modern tone. The Prairie Jute Embroidered Linen border accentuates nature's inspiration with its dynamic wave pattern. The rolling jute fibers swirl on the serene hues of linen to offer a dimensional for pillows, wall coverings and window treatments. It is available in five colorways; White, Wheat, Latte, Dusk and Pond. The delicate collection of Flora Rosettes is composed of 100% abaca and redefines the preconceived notion of a "rosette". The handmade craftsmanship is evident in the complex woven detailing reminiscent of lace accessories from the 1940's. Flora is available in six soft colorways; Cloud, Linen, Seafoam, Slate, Tawny and Chocolate.

Meadow, a linen and cotton blend holdback, twists neutral toned yarns to yield a sturdy and sophisticated accessory. The simple knots and loops combined with the cream, oatmeal and latte hues feel fresh and contemporary. The Dewdrop Beaded Abaca holdback continues the casual sophistication again employing twisted abaca fibers hand wrapped around beads. The beads are then strung on five cotton/wax cords to create a layered feel. The Underwood Abaca Macrame braid and Savannah Jute Openweave braid both offer an additional layering opportunity. The braids can be placed directly on a textile, wallcovering or accessory, or layered over a tape for further dimension. The collection is completed with a third braid, Steppe Heathered braid, the Steppe Heathered cord with tape, Garland Linen cord with tape, the Savannah Jute gimp and Garland Linen Gimp.

The Lori Weitzner *Everglades* collection from Samuel & Sons is available in the New York flagship showroom and the Chicago showroom in the famous 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](http://www.samuelandsons.com) or call 212.704.8000.

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Lori Weitzner, principal and creative director of her own New York-based firm, is internationally known for designs, 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 signature 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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