



SAMUEL & SONS

MICHAEL S SMITH INC

**FOR IMMEDIATE RELEASE**

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**Au Naturel: Samuel & Sons Presents**  
**The Grotto Collection by Michael S. Smith**

**November 2009 (New York, NY)** - Samuel & Sons, the leader in passementerie in the interior design community, introduces The Grotto Collection by lauded designer Michael S. Smith. This classically casual collection reflects Smith's signature style and represents the first collaborative effort between Samuel & Sons and the renowned, LA-based designer.

"In creating this collection, I wanted to make something that is natural and tailored, but that also feels comfortable," Smith outlines. "It had to include pieces that finish a design without being intrusive." The Grotto collection certainly accomplishes all of Smith's objectives. The refined, matte color palette provides the elements of the collection with elegant neutrality that is at once detailed and subtle.

The Grotto Collection is comprised of two assortments, Espadrille and Agra. Each group features intricately woven borders that produce a contemporary take on classic patterning. Espadrille, which includes a striped border, picot border, woven border, 3/8" cord with tape and a 1/4" cord with tape, yields a clean, uncluttered, accessible aesthetic. Its vast, exciting color range includes Crema, Grano, Porcino, Lino, Acqua, Verde, Saggio, Terracotta, Oliva, Cypress, Marina, Violetta, Seppia, Cemento and Semolina. The Agra selections, like the Indian city for which it's named, furnish an earthy feel and include a diamond border, linear border, raffia border, 1/2" cord with tape and a 1/4" cord with tape. The sophisticated color offerings include Moonstone, Straw, Crushed Shell, Red Jasper, Alabaster, Limestone and Sandstone. The overall exquisite detailing allows the Grotto collection to complement any space, from a formal living room or study to a casual family room.

The Michael S. Smith Grotto collection from Samuel & Sons is 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](http://www.samuelandsons.com) or call 212.704.8000.

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Michael Smith, 44, is considered one of the design industry's most respected talents with an international profile of residential and commercial clients. Over the course of his career, Smith has consistently developed a style that has been

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characterized as a delicate blend of  
"European tradition and American  
modernism." He is the recipient of many prestigious awards, including Architectural  
Digest's "The AD 100" in 2002 and 2004 and the Los Angeles Pacific Design Center's  
West Week "Stars of Design" in 2004. He was also named 2003 Designer of the Year by  
Elle Decor.

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