



SAMUEL & SONS
PASSEMENTERIE

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Press

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Trim Fit for a Chateau: Samuel & Sons Presents the Normandy Collection

April 2009 (New York, NY) - Samuel & Sons, the nation's leader in passementerie and an innovator among the Interior Design community, announces the launch of the Normandy Collection. This intricate trim line features detailed styles and warm color combinations that work in unison to create a truly customized finish.

"Now more than ever, families are spending time at home," explains Sam Cohen, Founder and President of Samuel & Sons. "We wanted to create a line that makes the home feel as inviting as the most breathtaking French Chateau." The opulence and tradition of the famed French castles of the Normandy region come to life in this collection. From the delicate touch of the simple woven cords to the ornamental detailing in the beaded fringe, every element offers another opportunity to customize a space.

The color inspiration of the line is reminiscent of many of Claude Monet's impressionist paintings, which reflect Normandy's vibrant countryside. Staying true to this French tradition, the 13 color names are: Mediterranee, Ivoire, Gris, Cocoa, Chiffon, Nuance D'or, Automne, Rouge, Raisen, Endive, Etoile, Fleurs, and Printemps. The Normandy collection is 100% silk and the deep color offerings add an incomparable elegance to any room.

The superior craftsmanship synonymous with Samuel and Sons is more than evident throughout the Normandy collection. From the interwoven silk cords to the exquisite detail of the ornamental fringe, this cohesive collection is the ideal way to finish a beautifully appointed room. The collection includes eight different items from which to choose: ¼" silk cord, ½' silk cord, ¾' cord with tape, ½' cord with tape, ½' silk gimp, a silk beaded fringe, an elaborate ornamental fringe, and the crown jewel in the Normandy collection - the meticulously crafted 1.4" hand-woven braid.

Samuel & Sons' Normandy collection is available in the New York flagship showroom and the Chicago showroom in the famous Merchandise Mart as well as the Kneidler-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; Primavera
in Toronto; Altfield Interiors in Hong Kong and TD Fabrics in
Singapore.



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