

# Broderie Collection



SAMUEL & SONS

LORI WEITZNER

*Collection*



Lamp shade, Ella Embroidered Border in Carnelian; Headboard, Chloe Pleated Velvet Border in Copper; Pillows, Amelie Beaded Vine Border in Truffle and Matilde Embroidered Border in Walnut.



Ella Embroidered Border shown in (clockwise from top) Lichen, Mint, Ash, Seagull and Calla Lily

*“Broderie enhances the personality of any fabric, like a perfectly placed accessory on a well-dressed woman. The borders compliment traditional settings, as well as more quiet and modern decor.”*

— LORI WEITZNER

#### ABOUT THE DESIGNER

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.



**SAMUEL & SONS**, the premier passementerie tradition in the interior design community, announces the launch of the Broderie Collection, its latest creative collaboration with renowned designer Lori Weitzner. Inspired by classic embroidery, the line features intricate, embroidered borders that exemplify Lori's aesthetic of refined and modern romance. The sophisticated pieces lend a touch of luxury to understated textiles or a perfect adornment to more ornate patterns.

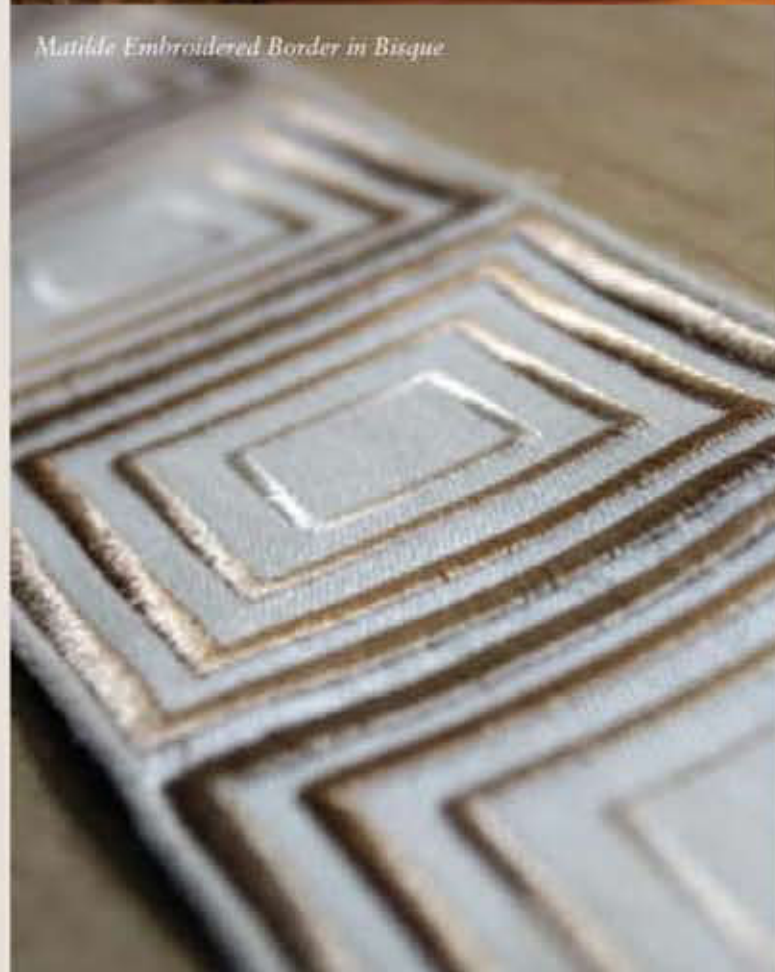
"In developing the Broderie collection, I wanted to pay homage to the roots of my design aesthetic," explains Weitzner. "I love things that are transitional and offer a myriad of design options. Broderie enhances the personality of any fabric, like a perfectly placed accessory on a well-dressed woman. The borders compliment traditional settings, as well as more quiet and modern decor."

Harkening to traditional embroidery, the Cecilia and Ella Borders feature delicate floral-inspired designs. Reminiscent of European tapestries, the sweeping embroidered patterns dance across the rich tapes.

Weitzner further transcends conventional embroidery by creating the more contemporary Amelie Beaded Vine Border, Matilda Embroidered Border and Natasha Striped Embroidered Border. The collection also includes the plush Chloe Pleated Velvet Border, and the solid Hannah Border. Each tape is available in a carefully selected range of elegant colorways.



*Ella Embroidered Border in Mint,  
Chloe Pleated Velvet Border in Taupe*



*Matilda Embroidered Border in Bisque*

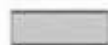


*Curtain panel, Chloe Pleated Velvet Border  
in Mist; Pillow, Ella Border in Sea Gull*



*Natasha Striped Embroidered Border*

Broderie Collection



**2" Hannah Border** is available in Custard, Canvas, Barley, Latte, Earth, Graphite, Cinnamon, Chamomile, Aloe, Dolphin, Celadon, Denim, Mulberry and Cranberry.



**2" Amelie Beaded Vine Border** is available in Platinum, Truffle, Brass and Sterling.



**2" Cecilia Embroidered Border** is available in Antique, Silkweed, Gold Finch, Verdure, Pearl, Blue Bell, Lavender and Carmine.



**2" Chloe Pleated Velvet Border** is available in Copper, Truffle, Plum, Taupe, Ecru, Cafe, Khaki, Mercury, Mist, Henna and Raven.



**2" Natasha Striped Embroidered Border** is available in Blush, Moonstone and Silver.



**2.75" Matilde Embroidered Border** is available in Sage, Bisque, Walnut, Chrysanthemum, Lemongrass, Pewter, Gulf and Cinnabar.



**2" Ella Embroidered Border** is available in Lichen, Calla Lily, Ginger, Molasses, Ash, Carnelian, Sea Gull and Mint.

Align your mobile device QR Code reader to view the Broderie Collection at [www.samuelandsons.com](http://www.samuelandsons.com)



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Collection

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*Shown on cover from top to bottom; Ella Embroidered Border in Calla Lily, Matilde Embroidered Border in Bisque, Natasha Striped Embroidered Border in Moonstone, Cecilia Embroidered Border in Lavender*