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All Hands on Dec

Pillows are sources of creativity

BY CECILE B. CORRAL

Dec pillows have been described as lipstick for the sofa.

Also, "jewelry for the home," Sandra Hernandez Yodor, founder and designer of Lili Alessandra, told POSH.

"They are the perfect accent that can totally change the mood of the room," she continued. "Our decorative pillows and throws are a thriving business because they offer our customers so many options to create their own look."

In the luxury textiles world, "where beige/ neutrals rule," noted Erin Flett of Erin Flett Home, bedding is the workhorse. And dec pillows are where designers go to have fun.

"Whether the vision is a perfectly matched vignette or a moment that is more adventurous and playful, our pillows allow for endless combinations and ways to reinvent," observed Erika Kurtz, chief operating officer of New Moon. "We love nothing more than being able to offer our clients new sources of creativity, and the New Moon pillow collections allow us to continue to do exactly that."

In developing their latest collections for this season and spring/summer 2019, category players looked for texture and found it across a plethora of fabrications: linen, cotton, silk (faux and real), velvet, hair-on-hide, leather and wool.

"I like to use [architectural] hard edges and surfaces as inspiration to weave textiles, design embroideries or quilting patterns to create dimension to fabric," Abi Sood, founder & CEO of Avasa Home, told POSH. "Seeing how shapes and angles, materials and space all work in unison in creating a one-of-a-kind design intrigues me."

Equally broad are palette preferences. Pretty pinks and corals add Vitamin D. Pastels signal rebirth. And a nesting family of purples running to browns welcomes reflection and respite.

As Charlie Sprout founder and creator Rebecca Bravin put it: "Color tends to be the thing that kicks off each season since it creates such a personal connection for people."

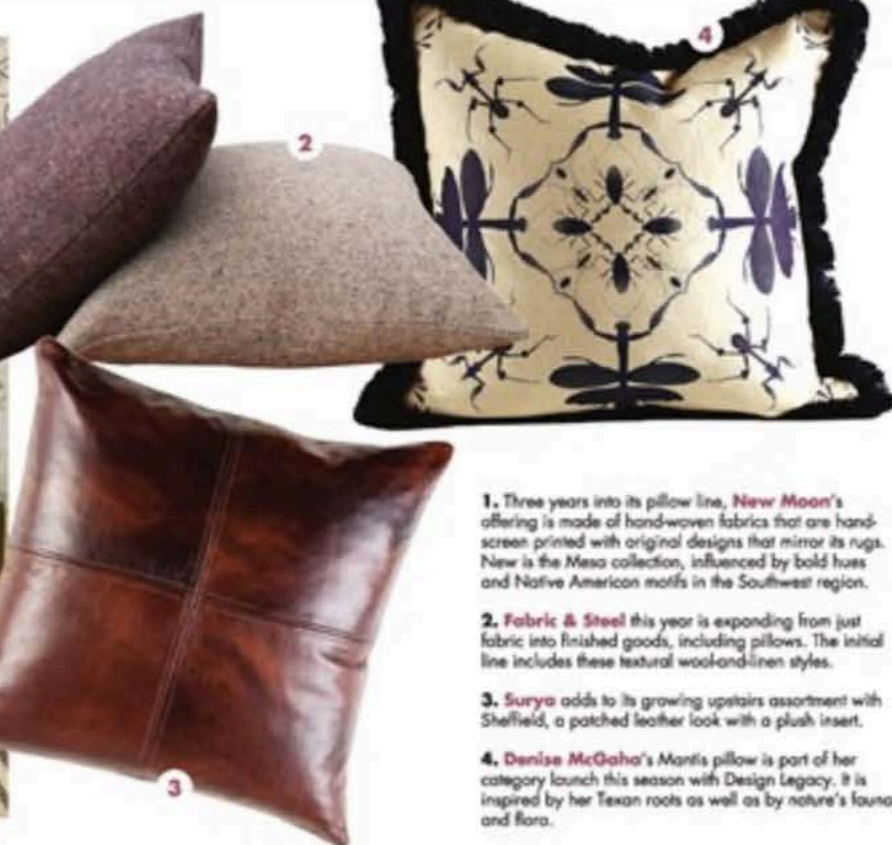


1. Handmade by artisans is Charlie Sprout's Inibala collection.
2. Birds & Cages is one of many new styles in the Elaine Smith Collection with Sunbrella for indoor/outdoor pillows and fabrics.
3. Villa by Classic Home is introducing its first collection of outdoor-friendly pillows, which includes decorative and textural embellished looks like the woven shag Cruz.
4. Avasa Home's Claire collection is a gathered herringbone stitch pattern in cotton linen flax.

1. Square Feathers is Color Blocking with this new line divided in two collections, including Felix, which incorporates the company's Como Velvets to mix and match with its growing Hue Linens for "a bold juxtaposition."

2. Chinoiserie is Ann Gish's fresh take on toile, with silver and charcoal tones and coral accents. The dec pillows are hand-stitched.

3. Christy England has created a multi-texture, perennial dec pillow in Jaipur, which features a 100% cotton velvet quilted look that reverses to a natural linen.



1. Three years into its pillow line, New Moon's offering is made of hand-woven fabrics that are hand-screen printed with original designs that mirror its rugs. New is the Mesa collection, influenced by bold hues and Native American motifs in the Southwest region.
2. Fabric & Steel this year is expanding from just fabric into finished goods, including pillows. The initial line includes these textural wool-and-linen styles.
3. Surya adds to its growing upstairs assortment with Sheffield, a patched leather look with a plush insert.
4. Denise McGaha's Mantis pillow is part of her category launch this season with Design Legacy. It is inspired by her Texan roots as well as by nature's fauna and flora.



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