

THE COLLABORATIVE SPIRIT IS ALIVE

RIFLE PAPER CO. X LOLOI

Rifle Paper's co-founder/creative director Anna Bond, best known for her stationery, has translated her aesthetic onto a diverse line of textiles. Rugs, featuring vibrant florals and muted palette that conjure antique Persian carpets, come in varied constructions, including handmade wools and power-loomed polypropylene; the pillows are fresh and eclectic. Anna writes, "One of the most important things when looking for a partner is that they share the same vision and excitement. Loloi immediately recognized that we could bring something new and different to the industry." Cyrus Loloi chimes in, "This fall is only the beginning." (Loloi, IHFC, D320)



KIM SALMELA + NORWALK

When Kim Salmela, multifaceted designer and world traveler with a resume that reads "Creative Director for Prince" had the desire to grow her business, she called up career-long friends and mentors, Norwalk's Caroline Hipple and Dixon Bartlett. In conversation, it became clear that all

parties could benefit by collaboration. Norwalk would add a fresh Cali vibe to their mix, and Kim had a partner in design, a proven manufacturer willing to push boundaries. *The Kim Salmela Collection* launches with 35 upholstered items and 50 signature fabrics. (Norwalk, IHFC, Main 108)



MADCAP MANIA

With each new licensee they attract, John Loecke and Jason Oliver Nixon make the Madcap Cottage tagline "Bring the adventure home" more possible. Their flair can be gleaned this HPMKT at Momeni (H345), where the floor becomes another frontier for decoration, with 40 rugs, indoor and out and at Port 68 (IHFC IH307). *The Madcap Cottage for Port 68* collection debuts 60+ SKUS including patterned porcelains, a mix-and-match designer shade program, and other timeless elements ripe for reinvigorating in true Madcap fashion.



DENISE MCGAHA FOR CURREY & CO.

When interior designer Denise McGaha brought her lighting and furniture ideas to Currey & Co., she had a unique perspective on the company's culture and practices, having served as their Brand Ambassador for two years. "I had a real understanding of the brand, the creative process and how they bring products to market," she said. Her 11-piece collection features original designs inspired by fashion, vintage and antiques, and European style. The feel is modern and chic with a bohemian edge. (Currey & Co, IHFC M110)



“In the collaborative process, a designer must understand the capabilities of their manufacturer — where the product is manufactured, what they are willing to invest in the materials and design, and their limit for price point of the design.”

— Denise McGaha

AND WELL @ HPMKT...

THE ANTIQUES DIVA COLLECTION BY AIDAN GRAY

Randal Weeks, CEO of Aidan Gray, was Toma Clark Haines' client for years; she sourced for him in Europe. For *The Antiques Diva Collection*, they shopped together, acquiring 18th-century antiques to use as a jumping off point. From here, in true Diva spirit, making antiques modern, sexy, fun, and accessible, they introduced materials like Lucite and quilted leather, plus a signature leopard dust cover on every upholstered piece. Toma exclaims, "You should have seen the look Randal gave me when I asked to put leopard on the bottom of the bench!" The collection has 15 designs in multiple color combinations. (Aidan Gray, 201 N. Main)



ITINERANT STUDIO + PHILADELPHIA MUSEUM OF ART

Vicki and Tom from Itinerant Studio share a love of museums and feel they're vital to our society. This made the Philadelphia Museum of Art's invitation to collaborate thrilling and humbling. The photographers roamed the museum on days when it was closed to the public; they spent time in the archives in awe. At first their imagery was for PMA museum stores only, but they have since created a

co-branded collection of 20 images, with a portion of sales going to the Museum. Vicki says, "The essence of this collaboration is to take the power and beauty of these amazing museum pieces and transform them into a format that works in the 21st century home, work, or commercial environment." A partnership with the Detroit Institute of Art is next. (Itinerant Studio, SAMS M3001)



COASTAL LIVING MAGAZINE + UNIVERSAL

Escape is a state of mind, or in this case *Escape* is a whole-home furniture collection, with the materials (slipcovers out of Crypton fabrics), colors (indigo and white), and textures (stainless steel and natural wovens) to please coast and city folk alike. The mood is collected, not matchy-matchy. (Universal, 101 S. Hamilton St.)



JO SAMPSON + WENDOVER ART

Wendover teams with British interior designer Jo Sampson for

an eclectic 100-piece new urban art collection, that is graphic, hip, and slightly irreverent, featuring a variety of artistic expressions including photography, typography and hand drawing. (Wendover, IHFC, C215)



LORI PARANJAPE + MITCHELL BLACK

Lori Paranjape has a talent for designing gracious,

modern environments that suit Jimmy Choo and barefoot-living alike. Lynai Jones, founder/CEO of Mitchell Black, has a knack for developing niche wallpaper collections. Please meet Mrs. Paranjape's *Papers Collection*, 8 distinctive patterns, bold and classic backdrops for life, in colors like Yves Blue, Signature Green, and of course, black-and-white. (Mitchell Black, IHFC, G263)



CHERYL LUCKETT + SYLVESTER ALEXANDER

Cheryl Luckett's furniture foray, *Belle* by Cheryl Luckett, begins with five uphol-

stery frames tailored with Southern style and tradition in mind. "The line is a celebration of heritage that honors the past while satisfying a new generation of traditionalists," says Luckett. (Sylvester Alexander, SMS M-1035)