



ELAINE SMITH
Inconceivably Outdoor



2017 PRESS KIT



ELAINE SMITH



Elaine Smith

Elaine Smith is a luxury lifestyle brand consisting of outdoor pillows which are as practical as they are beautiful. Designed with withstand the elements, they are also soft, stylish and elegant, embodying the personal style of the President and designer, Elaine Smith.

Born in the Midwest, Elaine moved to England with her family where she grew up in a home surrounded by elegance and history. She worked in the jewelry industry early in her career, but took a keen interest in design, eventually moving back to the U.S. While living in South Florida, she took early influence from her parent's antiques business when she began her pillow business in 2001. But then in 2003, the successful interior and home accessory designer discovered textiles as lush as they were tough. Their fine fibers could withstand Mother Nature and human nature, resisting sun, rain, and stains.

She saw a missing element in the outdoor design market, and created what is the world's first and only line of outdoor luxury pillows. Rich in color, lavish in detail, and of course, impervious to the elements, Elaine's first outdoor collections were such a resounding success that she decided to develop her company's efforts into becoming the leader in this exciting category.

Currently, Elaine Smith pillows are available nationwide to the trade and can be found at tradeshow in Chicago and High Point. Discerning consumers can find them at Neiman Marcus and other fine furnishings, accessory and gift stores, online and around the country. A favorite of interior designers and the hospitality industry, the pillows currently add the finishing touches to patio and deck settings at the St. Regis, Ritz Carlton, and other hotel and boutique properties in the U.S.

Elaine's latest collections take design inspiration direct from the fashion runways and travel destinations. Her designs have a worldly sophistication, with both classic and modern looks, all made with rich, luxurious colors and patterns. There is something for everyone who wants their outdoor living rooms to be as beautiful as their indoor ones. With fabrics that are created to withstand whatever children, pets and life can throw at them, she has created a line of pillows that are, quite accurately, Inconceivably Versatile!

COMPANY BIO



ELAINE SMITH



Runway-inspired designs

Indoor luxury plus outdoor durability

Luxurious look and feel

Easy care—machine washable!

Choose a firm support or down-like feel

Expert craftsmanship with precise, hand finished details

Made in the USA from the finest materials

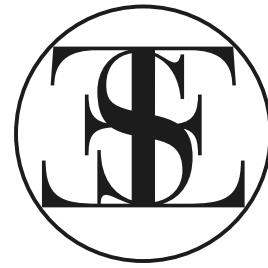
Concealed zipper

100% solution dyed acrylic ensures it will maintain its beauty

Stain, fade and water resistant



THE ART OF THE PILLOW



ELAINE SMITH

- Manufacturer of the Year ICFA 2015
- 2015 ICFA Design Excellence winner in the Complementary Casual Products category
- Manufacturer of the Year ICFA 2013
- 2013 ICFA Accessory Exhibitor Merchandise Excellence Award
- 2013 AmericasMart Outstanding Visual Display Award
- Manufacturer of the Year ICFA 2012
- 2012 ICFA Accessory Exhibitor Merchandise Excellence Award
- 2011 ICFA Accessory Exhibitor Merchandise Excellence Award
- 2010 ICFA Accessory Exhibitor Merchandise Excellence Award
- 2009 AmericasMart Outstanding Visual Display Award

COMPANY AWARDS



ELAINE SMITH

- Florida Design's: Miami Home & Decor
- Architectural Digest
- Southern Lady
- Traditional Home
- LBD Interior Textiles
- Casual Living
- WallStreet Journal
- Miami Design
- Luxe Interiors
- Hearth & Home
- Landscape Architectural Magazine
- High Point Market Style Report
- Stoke Park



RECENT PRESS



ELAINE SMITH

ONE ON ONE
by Jennifer Bringle

AL FRESCO ACCESSORIZING

Elaine Smith, president and designer,
Elaine Smith, Inc.

AS A CHILD GROWING UP IN ENGLAND, ELAINE Smith developed an appreciation for beautiful things, inspired by the historic architecture and elegant furnishings of her family's home. That sensibility translated into an early career in the jewelry industry before Smith moved to the United States to pursue her passion for design. Working initially as an interior and home accessory designer, she began a pillow business in 2001. The lure of outdoor didn't call until a few years later, when Smith discovered the sumptuous look and feel of modern outdoor fabrics. She also realized they could give her the same effect as indoor fabrics, while standing up to the conditions of her South Florida home. So Smith changed her focus, and her luxury outdoor pillow company was born.

The elegant entrepreneur launched her Web site to the trade in 2008, and her pillows - which often accent some of the most posh outdoor settings, as well as interiors - are now available nationwide at more than 1,200 locations.

CL: You started out designing for indoor - what drew you to make the move to outdoor?

ES: Living in Florida, it was easy to see the need for synergy between indoor and outdoor spaces. While designing my indoor collection, I visited a textile tradeshow in 2004 that changed everything. There, I saw collections of outdoor

fabrics that surpassed my expectations. They were so different from the stiff hunter-green and white-awning-stripe image that I had in my mind when it came to an outdoor fabric. I was so excited by the vibrant residential color palettes and the soft hand of the chenille and boucle combinations that I thought, "How perfect - one fabric that works both indoor and outdoor will make pillows that can live anywhere!"

CL: How have outdoor fabrics evolved to make your designs possible?

ES: Thankfully, they're constantly evolving and improving. We're fortunate that the yarns available for making outdoor fabrics continue to be developed and expanded. There's always something new to work with, allowing us to create new constructions, designs and color palettes.

CL: Where do you find inspiration for your designs?

ES: Practically everywhere. My mind is constantly envisioning everything around me as a pillow. (Slightly obsessed, I know!) The Florida tropical landscape is a constant source of inspiration. Fashion also motivates me -



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ONE ON ONE
Continued



On-trend colors such as blue figure dominantly in Smith's designs.

CL: What is your best time and place for coming up with ideas?

ES: My favorite time of day to think is in the early part of the day. I am definitely a morning person. I write things down as ideas spill from my mind so that I don't forget them once the busy day unfolds. The best place for me to be creative is while I'm traveling, usually when I'm overseas. The freedom from the day-to-day responsibilities opens your mind.

CL: How do you approach the design process? How do you work best?

ES: It all starts by gathering ideas for the collection. We research trends, make sketches, pull color swatches and create boards. Then of course there is the all-important artwork. Once that's created, we start to pull everything together.

many times, purses and shoes morph into pillows in my head. I also love to travel and often find ideas in the most unexpected places.

Then it sits for a while as we look at and tweak things to really get a feel for the line. The studio is a peaceful environment with lots of natural light. Designing creates an escape from the bustle of the regular day-to-day running



Smith draws inspiration from the fashion industry when designing her bold pillows.

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of the business. It's always fun and exciting.

CL: How do you see indoor style influencing outdoor spaces and vice versa?

ES: I think that the trend continues to lean toward a continuation of style and color flowing through a home from indoors to outside. Consumers' expectations are rising, and they want the luxury of comfort and quality to be consistent throughout their homes. In new construction in Florida, we're seeing an increase in the square footage of outdoor living areas.

There's a focus on using larger windows and full-height glass doors to make the outdoors impact the indoor living areas more, too, so that the entire indoor/outdoor space has a seamless transition.

CL: How important is the fashion industry to outdoor design?

ES: I think that the Internet has closed the gap in time that we used to expect to see trends from the runway translate to home furnishings. I think fashion remains important to outdoor design, but you have to have a selective, discerning eye. The cycles move fast and some trends just don't easily translate. Sometimes, a classic, timeless approach is needed, too.

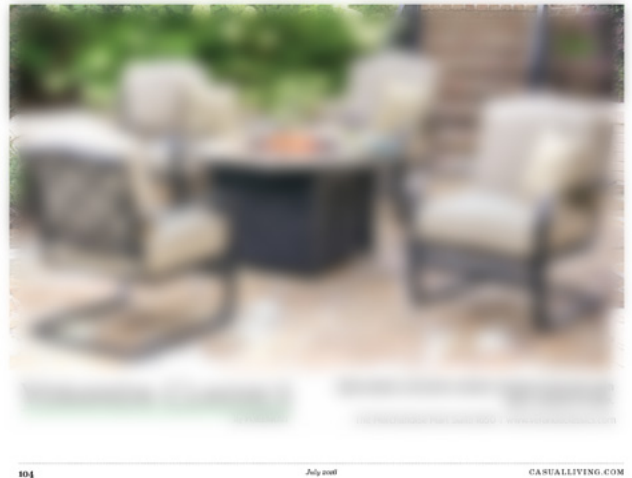
CL: When you have time to relax in your favorite outdoor space, where are you and what do you have with you?

ES: Walking on the edge of the water along the beach is one of my favorites. The sound of the waves rolling in and the warm sun are all I need to relax. ■



Smith designs her pillows to work seamlessly in both indoor and outdoor spaces.

ONE ON ONE
Continued



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FEATURED INTERVIEW

LAGOON

A favorite new collection this season is the rich deep water toned, lagoon palette. The knotted rope pattern is a hand crafted, on trend piece mixing a combination of detail and geometric which achieves a stunning 3D textured design that demands attention. Color blocking in the stripe makes these pieces versatile and livable, with jewelry detailing for a unique touch.

This group creates a color statement and as it includes bestselling neutrals, it allows the collection to work on many furniture pieces. The multi colored butterfly, mariposa lagoon, is offered either fringed or corded allowing the choice of a cleaner tailored option.



NEW - 7A2CD
Mariposa Lagoon 20"x20"



NEW - 7B2
Color Block Lagoon 20" x 20"



NEW - 7C2
Lagoon Rope 20"x20"



NEW - 7C3
Lagoon Rope Lumbar



NEW - 7B3C
Color Block Lagoon 12"x20"

GRIGIO

This collection combines a color palette of effortless neutrals. On trend camel tones mixed with soft weathered smoky grey and classic flaxen linen. Romantic painterly floral patterns are mixed in a modern way with bold stripes and a braided textured geometric design that takes about an hour to hand weave. The silken damask pillow has a wonderful weathered, vintage look and feels as soft as cashmere. Although it is made with Sunbrella® yarn and it is totally outdoor safe, it is equally at home indoors, part of our Inconceivably Versatile collection.



NEW - 6G2
Grigio Floral 20"x20"



NEW - 6F1
Silken Damask 22"x22"



NEW - 6H2
Grigio Stripe 20"x20"



NEW - 6H3
Grigio Stripe Lumbar 12"x20"



NEW - 6F2
Smoke Basketweave 20"x20"



NEW - 6G3
Grigio Floral Lumbar 12"x20"

INDIGO / DENIM

This growing color trend is captured in this collection. The addition of a cool grey tone keeps it on point. The complex distressed chenille is ancient yet fresh. The paneled ombre lends a tailored nod to men's suiting and the somewhat frenetic vibe of the geometric pattern Divergence adds in a modern cutting edge twist.



NEW - 6T2
Distressed Indigo 20"x20"



NEW - 6U3
Ombre Indigo Lumbar 12"x20"



NEW - 6V2
Divergence Indigo 20" x 20"



NEW - 6U2
Ombre Indigo 20"x20"



NEW - 6V3
Divergence Indigo 12"x20"

AEGEAN

This collection of Greek inspired patterns makes a bold statement. The calming aquamarine mixed with white in patterns Corfu and Kavala Block is clean and refreshing. The Patras Ikat adds a global graphic aesthetic to the group.



NEW - 6R3
Kavala Block Lumbar 12"x17"



NEW - 6S2
Corfu 20"x20"



NEW - 6Q4
Patras Ikat 18"x18"



NEW - 6R4
Kavala Block 17"x17"



NEW - 6Q3
Patras Ikat Lumbar 12"x18"



ELAINE SMITH®

Contact

CONTACT

Tel (561) 863 3333

Fax (866) 352 4054

Email press@elainessmith.com

TRADESHOWS

Chicago Casual

High Point

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