



ELAINE  SMITH<sup>®</sup>

2022 PRESS KIT



“

Luxurious Materials,  
Artisan Handcrafted,  
Effortless Sophistication.  
Inspired Design with a  
Modern Point of View.

This is ELAINE SMITH<sup>®</sup>



# Elaine Smith

FOUNDER & CEO

---

My mind is constantly envisioning everything around me as a pillow.

I'm inspired by fashion, art, nature and travel. But one has to have a selective, discerning eye as not every trend translates—sometimes a classic approach is called for.

Apart from their design and gorgeous hand, my pillows are incredibly practical and enduring as luxury needs to be able to be lived in.

I continuously pursue developing performance fabrics of the softest textures and most interesting color palettes.

In my latest collection, there is something for every design sensibility—and endless inspiration.

*Elaine*







# *Handcrafted* ARTISTRY

---

Led by the creative direction of Elaine, a team of skilled artisans produce her innovative designs with hand touches every step of the way. The artisans' passion for what they do shows in their fine hand-tailoring of every pillow, proudly Made in America. Their work includes creating intricate embellishments—macrame, bespoke stitching, and 3-D flowers. These luxurious touches define the ELAINE SMITH® signature style and set the standard for the industry.



# *The* PILLOW PERFECTED

Made in  
the USA

Exclusive  
designs by  
Elaine Smith

Concealed  
zipper



FAUX DOWN INSERT  
PLUSH

Luxuriously  
soft to the  
touch

Expertly  
handcrafted  
detailing

Indoor luxury  
plus outdoor  
durability



POLYFILL INSERT  
FIRM

## WOVEN-IN BENEFITS

### **Comfort & Softness**

ELAINE SMITH® performance fabrics come in numerous textures of incredible softness to create spaces of inviting comfort.

### **Cleanability**

Our easy-to-clean fabrics maintain their integrity while being machine washable and bleach safe for worry-free livability.

### **Color Stability**

Woven of 100% solution-dyed fibers, our fabrics are saturated with UV-stabilized pigments for colors that stay true over time.

### **Lasting Strength**

Redefining durability, our performance fabrics are resistant to water, stains, mold, and mildew— to stand up to any setting.



# *Company* **AWARDS**

**2021 ICFA Design Excellence** Complementary Casual Products - Accents

**2021 ICFA Design Excellence** Lilly Award Outdoor Excellence

**2020 ICFA Design Excellence** Complementary Casual Products - Accents

**2018 ICFA Design Excellence** - Fabric

**2015 ICFA Manufacturer of the Year**

**2015 ICFA Design Excellence** Complementary Casual Products - Accents

**2013 ICFA Manufacturer of the Year**

**2013 ICFA Accessory Exhibitor** Merchandise Excellence Award

**2013 AmericasMart** Outstanding Visual Display Award

**2012 ICFA Manufacturer of the Year**

**2012 ICFA Accessory Exhibitor** Merchandise Excellence Award

**2011 ICFA Accessory Exhibitor** Merchandise Excellence Award

**2010 ICFA Accessory Exhibitor** Merchandise Excellence Award

**2009 ICFA Accessory Exhibitor** Merchandise Excellence Award





# MEDIA & PRESS



## *Also Seen In*

FLORIDA  
DESIGN

SOUTHERN  
*Lady*

LANDSCAPE  
ARCHITECTURE  
MAGAZINE

LDB  
INTERIOR TEXTILES

WALL STREET  
JOURNAL

AD

HPMKT  
HIGH POINT MARKET

PALM BEACH  
ILLUSTRATED

TRADITIONAL  
HOME

HEARTH  
& HOME



# WELCOME *to the* 2022 COLLECTION

---

It seems everyone has begun evolving the look and feel of their homes—and seeking the perfect throw pillows to accentuate their spaces, outdoors and in. The heart of this year's collection can best be summed up with the Greek word meraki.

## meraki

[may-rah-kee]

when you do something with creativity or love;  
putting a piece of yourself into what you do.



*The Inspiration*

# FASHION, ART, NATURE & TRAVEL

---

ELAINESMITH® is a global luxury lifestyle brand inspired by the signature style of its founder. Based on the premise that living beautifully should be effortless, the brand develops curated collections in the worlds of indoor and outdoor home décor. Our team of dedicated artisans brings each collection to life by carefully tailoring every piece. Everything we do, we do with soul and creativity to deliver the most elevated designs. Classic, but always with a modern point of view, ELAINESMITH® products make life more beautiful, with a sense of ease and style.





*Signature*  
**DESIGNS**



*Macramé - Mixed Textures - Fashion Inspired Detailing*

*NEW for the*  
**SEASON**



*New Shapes - LUXE Fabrics - Handcrafted Stitching*

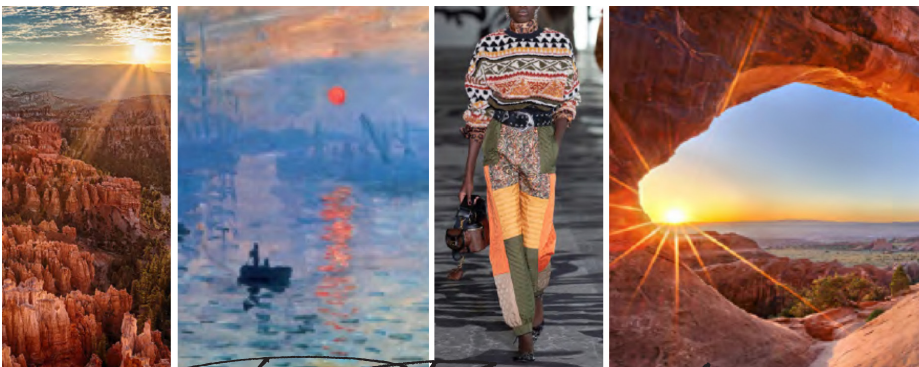


# *The* **ABUNDANCE** *Collection*

---

Iron-rich earth and slate-blue sky tones are trending throughout home and fashion. In the Abundance collection, a wealth of these warm tones pair with luxurious softness.

The modern Symmetry Sunset and the textured stripes of Endeavor Sunset playfully combine with the ultra-luxe Angora Slate featuring beautiful hand stitching.



*The Inspiration*



**19P2 SYMMETRY SUNSET**  
W - 20" H - 20"



**28L2 ANGORA SLATE**  
W - 20" H - 20"



**19Q2 ARTFUL SUNSET**  
W - 20" H - 20"



**19N2 ENDEAVOR SUNSET**  
W - 20" H - 20"



A woman in a black long-sleeved top and high-cut swimsuit stands on the edge of a swimming pool, holding a fishing rod. A green and white striped pillow is suspended from the line. The pool is filled with several other patterned pillows. The background features a tropical setting with palm trees, a blue sky with clouds, and a body of water with a house in the distance.

# CATCH THE VIBE





**27A2 PEACEFUL ENERGY**  
W - 20" H - 20"



**27J2 EMPOWER FLOW**  
W - 20" H - 20"



**27K2 AGILITY NATURE**  
W - 20" H - 20"



**27L2 TRANSPIRE HOPE**  
W - 20" H - 20"



**27H1 CATALYST DAYBREAK**  
W - 22" H - 22"



**27F2 AMPLIFY VERDE**  
W - 20" H - 20"



**27B2 PIZZAZZ ENERGY**  
W - 20" H - 20"

# *The* **ENERGIZED** *Collection*

From the excitement of bringing fashion-inspired pillows into a space, to the happily unexpected details of each design—Energized is how you feel throughout this series.

# *The* **ARTISTRY** *Collection*

---

The culture and color of the high Andes sets a vibrant tone sure to inspire wanderlust as well as gorgeous spaces. The colorful folk art of the Incas led Elaine Smith to design this brilliantly hued series from her travels.

Artisan-crafted intricate macrame embellishes the Palomar Melon. Reflecting the striking traditional garments of the region is Serape Jewel. While the Folk Art Jewel showcases the colorways in a pattern of incredibly soft bundled yarns.



**20P1 FOLK ART JEWEL**  
W - 20" H - 20"



**19Q2 SERAPE JEWEL**  
W - 20" H - 20"



**20R2 PALOMAR MELON**  
W - 20" H - 20"



**14X1B CHAMELEON EMERALD**  
W - 22" H - 22"



A woman in a yellow dress stands on the left, painting on an easel. She holds a palette and a brush. A man lies on his back on the right, resting on several patterned and fringed cushions. He is shirtless and looking towards the woman. The scene is set in a lush garden with a large tree, ferns, and red-leafed plants. The text 'Portrait of PERFECTION' is overlaid on the right side of the image.

# Portrait of PERFECTION





**15R2 TALAVERA CLAY**  
W - 20" H - 20"

# *The* **AUDACITY** *Collection*

---

The fresh colors of the Audacity collection allow bold combinations. Our new, trending Clay yarn mixes beautifully with neutrals and blue, or pops of color. The richly fringed Namotu is among several exclusive designs that offer stunning impact and versatile styling.



**19W2 BESPOKE CLAY**  
W - 20" H - 20"



**23J2 NAMOTU**  
W - 20" H - 20"



**20L2 KANGA PAPAYA**  
W - 20" H - 20"



**25Q1 IMPRESSION SUNRISE**  
W - 22" H - 22"



**22X2 TAVARUA LINEN**  
W - 20" H - 20"



**19Z2 RIPPLE SIENNA**  
W - 20" H - 20"





FOLLOW US  
**@ElaineSmithInc**

FIND INSPIRATION  
Get the latest updates, previews and releases.

ELAINE  SMITH®

Tel (561) 863 3333  
Fax (866) 352 4054

Email [press@elainessmith.com](mailto:press@elainessmith.com)

7740 Byron Drive  
West Palm Beach, FL 33404



[ElaineSmith.com](http://ElaineSmith.com)  
[@ElaineSmithInc](https://www.instagram.com/ElaineSmithInc) | [#elainessmith](https://www.facebook.com/elainessmith)