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wallace+sewell

Hello from the Wallace Sewell team!

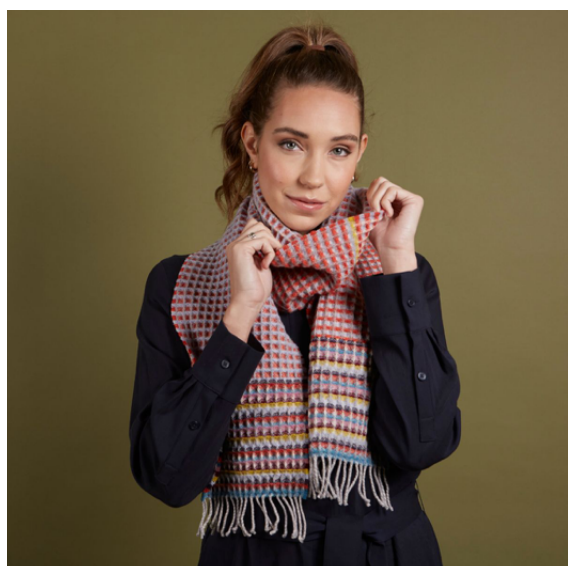


The start of any new year in the retail calendar means trade shows and 2021 is no different, apart this year they are going digital! We can't deny that we are going to miss meeting customers in person and real-life connections are going to be hard to replace, but we have all had to adapt to new ways of working over the last year and Wallace Sewell is really excited about all the benefits of virtual shows.

Wallace Sewell is looking forward to being a part of the digital marketplace at [Maison et Objet and More](#) 2021; we are experts in combining innovation with practical solutions, so we are embracing the new online format of digital trade shows. Customers can browse our dedicated show catalogue, find out about each product and even book a zoom meeting with us because some things are just better face to face!

The last year has been hugely challenging to all retailers and manufacturers but despite the difficulties, Wallace Sewell has been able to build upon their collections and are delighted to be presenting new scarves, throws, cushions and rugs alongside our iconic signature designs.

At MOM, Wallace Sewell will be showcasing two fresh palettes in their collection of machine-washable throws launched last year that reflect our unique use of colour. “For many years, we were asked for a throw quality that could be laundered,” notes Emma. “In response, we created a pure cotton collection for the hotel hospitality market that features elements of our signature collection, refined into distilled accessible designs that can be tailored to a project or client.” This Cotton Collection, now expanded to include cushions, was introduced to retail customers last summer and has been very well received.



New for 2021, Wallace Sewell has a total of forty-eight new scarves launching across nine styles, with two designs that we are revisiting with a contemporary twist.

The Diffusion Honeycomb - Voltaire (above left): this scarf is full of texture as it utilizes a double-faced honeycomb structure — a classic Wallace Sewell style.

Woven in two colours with a multicoloured, contrasting border.

Mock Leno Wraps (above right): This larger piece combines different densities of yarn and weaves, resulting in contrasting bands alternating up the scarf to finish in a soft mohair border.



Discover these along with the rest of our range in this year's [Look Book](#).

High-resolution images are available on request.

Upon finishing their studies in Textile Design at the Royal College of Art in 1990, Emma Sewell and Harriet Wallace-Jones founded their eponymous studio to explore their shared passion for colour theory and woven textiles. Known for its intuitive use of colour, structure and geometry, Wallace Sewell has gained international recognition for its distinctive fashion and interior accessories, including successful collaborations with Designtex, West Elm, and Anthropologie. Building on a portfolio that ranges from custom bedspreads, wall art and corporate gifts to designing upholstery for contract furnishing, as well as the seats on the London underground, Emma and Harriet are looking to take a more proactive approach to bespoke design projects and expand upon their continued evolution as a colour and design consultancy.

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About Wallace Sewell

