



Boutique Design New York (BDNY)

10th & 11th November 2019

We are excited to announce we will be exhibiting this November at BDNY, the leading trade fair and conference for hospitality's boutique and lifestyle segment, serving interior design professionals in the United States, Canada and Europe.

Alongside our successful retail presence, we have increasingly been approached to work on various hotel and hospitality products, most recently for the new Standard hotel in London. These bespoke projects provide us with very different creative briefs and we love rising to the challenge, which is why we have decided to develop this side of our business. BDNY is the perfect platform to exhibit what Wallace Sewell design studio can offer; from designing and producing bespoke bedspreads, creating wall art and corporate gifts, to designing upholstery for contract furnishing and most famously, designing the seats on the London underground.



Signature Collection - We will be exhibiting throws and cushions from our signature Wallace Sewell collection, including our two-sided, super soft merino lambswool pinstripe throws and our bold and contemporary block throw collection.

Bespoke projects - We will be exhibiting examples of what the studio can offer by displaying samples from recently completed projects.

Hotel projects - Bespoke blankets for The Standard, The Zetter Hotel and more.

Corporate gifts - Bespoke scarf for Arsenal football club members

Puma - Bespoke blankets for the hospitality boxes.

Wall Art - Woven silk wall piece.

Artwork - New Prints of Emma and Harriet's hand painted designs.

Book cover and notebooks - Bespoke designs for Kvadrat and

Penguin books

plus Transport For London moquette designs

***New Washable throws* launching at BDNY:**

In response to numerous enquiries over the years for a Wallace Sewell blanket that is machine washable, we have developed a pure cotton collection, in three designs from subtle micro patterned flat cotton, to luxurious cotton chenille.

Each design is available in a variety of colourways, tailored to suit a range of interior moods, from classic neutral to post-modern flamboyant, but each with the Wallace Sewell studio's unique use of colour.

The pieces are intended to either be the focal point of the room or enhance the overall interior and are created to allow the client to customise the colourways, to suit their projects.



We would love to meet with as many of our wonderful trade customers as possible and look forward to making new connections and building relationships while we are in New York. We understand that not everyone will be able to make it though, so please email the studio (studio@wallacesewell.com) if there is anything you would like to discuss with us.