

QUINTESSENTIAL

COLLECTION





FOR IMMEDIATE RELEASE

**VERVAIN UNVEILS QUINTESSENTIAL COLLECTION: A TRIBUTE TO
CLASSIC ELEGANCE AND TIMELESS DESIGN**

TULSA, OK (October 2024) – Vervain, renowned for its exceptional textiles and distinguished artistry, proudly announces the launch of its latest collection, **Quintessential**. Celebrating over 20 years of design excellence, Vervain continues to set the benchmark for traditional interiors with a fresh yet classic approach.

The Quintessential Collection is a homage to Vervain’s rich heritage, featuring six of the brand’s most iconic and enduring patterns. These pivotal prints, originally conceived as staples in the Vervain portfolio, have been thoughtfully recolored in modern palettes while retaining their classic allure. The collection also introduces four new patterns, meticulously designed to harmonize with the existing designs and inspire creativity among interior designers.

Quintessential is designed to resonate with:

- **Seasoned Designers:** Those who have long appreciated Vervain’s classic fabrics and seek to revisit the foundational elements of our brand.
- **New Designers:** Emerging talents who may not yet be familiar with Vervain’s storied history and timeless aesthetics.
- **Showrooms and Sales Teams:** Our dedicated partners who have expressed a desire to reconnect with Vervain’s roots and showcase our enduring style.

This collection is poised to inspire a new generation of design professionals while reaffirming Vervain’s commitment to unparalleled quality and elegance.

For more information about Vervain and to explore the collection, please visit <https://fabricut.com/vervain>

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ABOUT VERVAIN

Vervain – fabrics crafted with artistry and distinction for the traditional interior - was introduced in 2004 to meet the fabric and trimming needs of the high-end interior. Vervain takes luxurious quality and unites it with expressions of romance, beauty, and vibrancy; taking traditional design to the extraordinary.

Vervain

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For further information on Vervain, please contact Jamie Hoffman by emailing jamie@spread-communications.com or 201.400.8512

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