

Editor's Letter



Dear Reader,

Recently I realized that I have been dealing with a problem that must be affecting all of us—quality.

Some of my once favorite brands are dis-

counting their merchandise to entice me to open my wallet. However, I am finding that they *should* be discounting their merchandise because they have lowered the quality of their products. Companies are cutting costs by using less expensive materials and less skilled labor to compensate for poor sales.

However, quality is what makes the difference. Obviously price factors into purchasing decisions, but it's price versus quality. You want to make sure you are purchasing quality, regardless of the price.

I urge my customers to shop with this in mind. When you purchase Ligne Roset furniture you are purchasing quality products. Despite what other brands may be doing, our products remain unchanged. Ligne Roset's furniture is still produced in the same environmentally friendly factories with precisely the same materials, designers and skilled craftsmen.

I think you would be hard pressed to find more reasonably priced furniture that offers the same high level of quality you get from Ligne Roset.

Sincerely,
Laurie Messman
Principal

Clouds Take Industry By Storm

Clouds, a new product created by Parisian designers Ronan and Erwan Bouroullec, is making quite an impression. Clouds brings out the artist in everyone, as it allows the buyer to create the art. Clouds is comprised of multiple pieces of fabric that can be linked together in infinite ways. Each piece has a core of synthetic foam and is faceted so it can bend in unexpected ways.

"This product can create all kinds of different pieces that can hang from the wall or ceiling or even lay on the ground," says Francois Vijayan, a design specialist with Ligne Roset NY. "It's three dimensional and comes in great colors. Clouds is really unique. People are intrigued by it."

The idea for Clouds was inspired by North Tiles, large fabric-covered foam pieces that interlock to form walls, which the Bouroullec brothers created in 2006.

The Bouroullec brothers have been working together since 1997. Their commitment to working on both interesting and inspiring projects has produced both commercial and critical successes. Their designs have been exhibited in several collective and solo exhibitions such as Ronan and Erwan Bouroullec at the London Design Museum in 2002. In summer 2005, they took part in a collective exhibition at the Seoul Art Center, Hangaram Design Museum in Korea. The Bouroullec brothers also designed, Facett, a beautiful seating



collection available exclusively at Ligne Roset. The Facett collection has won the brothers the prestigious VIA design award. Clouds, manufactured by Kvadrat, is exclusively available through Ligne Roset. •



Timeless



The world is changing. With less money in hand, consumers are spending more time at home on the family sofa. In today's environment, rather than shopping for the next trendy thing, customers are looking for warm, comfortable timeless pieces. When our customers shop for furniture, they are looking for pieces that are current, but that they will not tire of.

In fact, many are thinking about design differently all together. Americans are focused on good design with no fuss. And Ligne Roset customers are carefully making choices they won't regret later.

"When they arrive at our showrooms, clients are asking questions such as: 'Is it easy to maintain; is it durable; will it age well?' People are trying to create sanctuaries where they feel comfortable. No one is worried about what the neighbors are doing, they just want what appeals to them," says Lori Decker, a sales manager for Ligne Roset New York.

Indeed, that is why modern classics like Ligne Roset's Pumpkin seating collection, created in 1971 by Pierre Paulin, is enjoying a particularly strong year. Pumpkin maintains a beautiful balance between looking neat, and being welcoming and comfortable. The Anna bed (pictured above), created in 2002, is also having a very good year. Anna is a classic platform bed, with an upholstered headboard that can be recovered to create a fresh new look.

"People don't want to worry about complicated decorating decisions right now. They don't want the fuss," says Decker. •

The Green Corner

Ligne Roset is proud to have added organic fabric to its product offering. Made by Denmark-based Kvadrat, the fabric is available in a wide range of vibrant colors and can be used on virtually all Ligne Roset's seating. Additionally, the fabric's price is comparable to other fabrics offered by Ligne Roset. Just like organic food, organic fibers are grown without the use of environmentally harmful pesticides, herbicides or chemicals.

"Being able to offer our customers a choice of organic fabrics is a great addition to our product line," says Laurie Messman, a principal with Ligne Roset. "In addition to being environmentally friendly, Kvadrat's fabrics are made very well, and I am confident that customers will be pleased with their durability."

Kvadrat's objective has always been to uphold the highest design and environmental standards. Since the mid 1990s, Kvadrat has been working diligently, creating environmentally safe

products.

Kvadrat uses only the finest quality raw materials and adheres to strict quality control guidelines.

"It's no surprise how popular Kvadrat's green fabric has become," says Messman. "Our clients truly understand the importance of buying environmentally-friendly products."

Kvadrat was established in 1968 and now holds a

leading position in the European market of design-textiles supplying renowned architects, designers and furniture manufacturers throughout the world, for use in upholstery and curtains. Kvadrat fabrics have been used in some of the world's most intriguing architectural developments, such as The Gherkin in London, The Museum of Modern Art in New York, Walt Disney Concert Hall in Los Angeles, Reichstag in Berlin, The Guggenheim Museum in Bilbao, The Copenhagen Opera House in Denmark, Yves St. Laurent in Paris and the new Opera House in Oslo. •



RATE THIS ROOM



How'd we do? When most people think of Ligne Roset, they think only of the furniture. But did you know that Ligne Roset has talented designers available to help you create a space that's right for you? This room was designed by Meryl Hamilton, an interior designer on Ligne Roset's staff. Let us know what you think of her work. To rate this room go to <http://www.ligneroseetny.com/resource/ratethisroom.htm>. Give this room a 10 if you love it; give it a 1 if you think Meryl missed the mark on this project.

Armed with a degree in interior design from Philadelphia University, Meryl first went to work at an interior design firm. A short time later the New Jersey native found a home at Ligne Roset New York and has been with us for just about two years. "I like all the different aspects of my job at Ligne Roset. I can design a complete home or simply assist a client in selecting one piece," says Meryl. "Ligne Roset has a very creative atmosphere and the product is *really* beautiful."

Recently, Meryl designed the Soho apartment pictured above. The space was created for a young couple who just moved in to-

gether. "They had an old chair, couch, mattress and box spring," explains Meryl. "They wanted to design the space and give it a clean, contemporary look. We accomplished that primarily by mixing light colors with beautiful textured fabrics."

The fabrics used on the pillows certainly add texture while light colors used on the couch and curtains give the space an open, clean look. "The huge windows allow natural light to come in and help create a very open feel. My clients will love living and entertaining in this space," says Meryl.

Meryl's favorite part about this project and every design project is the before and after. •



If You're There, We're There

You may not always know it, but Ligne Roset's furniture turns up at a lot of chic places. Beyond our showrooms, Ligne Roset provides furniture for special events. Check out some of the recent events where Ligne Roset furniture helped heat things up.

Want to see where Ligne Roset New York's furniture has been showing up, become a fan of Ligne Roset New York's Facebook Fan Page.

<http://www.facebook.com/pages/New-York-NY/Ligne-Roset-New-York/96578463374?ref=ts>. Check it out!



Luxury Italian linen maker, Frette, introduces its new bedding collection using Ligne Roset's Cineline bedroom collection.



For New York Design Week festivities in May, Ligne Roset created a sleek design featuring its "Confluences" seating collection at its Park Avenue store.



Ligne Roset designs a breathtaking room with the help of its "Exclusive" sofa and seating collection. This room turned heads at the Architectural Digest Home Design Show in March.



Ivanka Trump at the Observer Living Event in May relaxing in Ligne Roset's Facett armchair, created by the Bouroullec Brothers.

In Memoriam

Ligne Roset regrets to announce that Pierre Paulin, one of the most influential designers of modern French furniture, passed away in June at the age of 81. Ligne Roset has issued or re-issued several of his masterpieces, in particular the Pumpkin seating created in 1971 for the private apartments of the then French president George Pompidou, in the Elysée Palace. Ligne Roset is looking forward to new pieces by Pierre Paulin arriving in showrooms this fall.

