

SAMUEL & SONS  
CONTRACT



VOLUME I



*“I have always looked for interesting, surprising and captivating ways to distinguish my luxury hospitality design. Passementerie is one of the best ways I know to elevate , delight and intrigue hotel guests. It announces to them that all possible details have been considered to ensure total luxury.”*

**- Roger Thomas**



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ANATOMY OF TRIM



In the early 1980s, Mario Buatta walked into my father's shop looking for trim for one of his over-the-top residential design projects. A few weeks later, more interior decorators arrived, looking for what they had heard was an unparalleled resource for quality trim. Since then, we have grown our business with the designer's needs in mind. We have always strived to be the preeminent resource for trim for the interior design industry — we understand the design process, what designers want, and when they need it. In doing so, we have been fortunate to work with the most prestigious designers in the world who use our trim as an integral part of their designs.

It wasn't until 2007, however, that I realized we weren't fully accomplishing that for our contract and hospitality clients. A designer had come to our New York Flagship and worked with our team to find a fringe for a chair, and it wasn't until he placed his order the next week that my showroom team realized he was designing a high-end, contemporary fashion brand's store, not a home. He wasn't sourcing trim for one chair, but for all of their chairs that would be in all of their flagship stores around the world.

If we wanted to continue our mission of providing designers with the most comprehensive variety of the highest quality passementerie, we had to develop a service specific to the contract design process. Because hospitality projects are large and complex undertakings with many moving parts, we learned to simplify the trim specifying and procurement process by offering a wide range of services and capabilities. With in-house hospitality specialists, who are experienced with projects worldwide, our aim is to find a solution that will enhance the beauty of the interior while maintaining first in class reliability, quality, and value.

Some of our trims, like our standard in-stock Italian leather piping meet even the most stringent testing requirements like NFPA 260 and Cal 117 standards. Others that are not inherently flame resistant can be treated by our team with flame treatment to meet local requirements. Furthermore, we are pleased to offer stain, moisture, and antimicrobial treatments without sacrificing any look or feel. Since 2007, we have worked on projects for the most exclusive design destinations in the world. Whether working on a large-scale historic renovation of one of Europe's most prestigious and legendary hotels, to developing passementerie for some of the most buzz-worthy contemporary resorts and brands, we understand the process and the differentiation in trimming that is required for these types of projects. Our contract business is uniquely designed with the client in mind.

I am proud the same mission we had decades ago under my father remains true today: *elevate lives through design details*. Throughout, we have never compromised our level of service or quality of product. And, after years of servicing residential designers with our unique breadth and quality, I am proud that we are a comprehensive resource that fits the needs of contract designers as well.

Michael S. Cohen  
President



# OUR HISTORY

Founded more than three quarters of a century ago and headquartered in New York City, Samuel & Sons is the leading source for the finest quality interior trimming in the world. As family-owned company, they have transformed passementerie to reflect both contemporary and traditional interiors alike.

Innovation, breadth and quality have long been the keys to Samuel & Sons success. Introducing exclusive collections over the years with diverse materials such as silk, wool, linen, crystal, glass, seashells, metal and wood; its selection has grown to over 10,000 trims eagerly sought after by designers and architects to enhance both residential and hospitality interiors.

When the use of passementerie declined in the late '90s, Samuel & Sons made it their mission to challenge the boundaries of the industry through a new aesthetic. "We took traditional patterns, constructions and colorways, and reimagined them in a contemporary context," said Michael Cohen, President, "as well as showed them in unexpected and unique applications." With a deep understanding of the past, a vast network of the finest weavers and craftsmen, and a vision of what was possible, Samuel & Sons pushed to introduce patterns, constructions and

materials never seen in the market before. Today, Samuel & Sons is renowned for its visionary, fresh approach to interior décor. Its refined, fully-articulated color palettes and cutting-edge constructions, such as laser cut foils, appliqué, velvet épingle and unique printing techniques, represent a sophisticated aesthetic and a novel approach, resulting in collection after collection of stunning trimming recognized with industry honors that are chosen by luminary designers to feature in their hallmark work.

Developed within their own Design Studio, Samuel & Sons artisanal collections are each diligently created from hand-rendered drawings or paintings, or by reinterpreting classic textile documents, incorporating novel fibers or materials, global trends, and a keen eye for the nexus of interior design and furnishings. The transformative vision is realized by intricate changes in coloration, methods of construction, scale and fibers that culminate in groundbreaking trimmings that suit contemporary and traditional applications alike. Furthermore, Samuel & Sons has partnered with renowned licensee such as Roger Thomas, Lori Weitzner, Timothy Corrigan, Laura Kirar and Michael S. Smith in exclusive collaborations.

In addition to its extensive collection of stock items, Samuel & Sons Custom and Semi Custom programs offer designers the opportunity to bring their own vision of design and color to reality in projects ranging from prominent restorations to the most compelling interiors today.

Forging the path on a global scale, this visionary approach has allowed Samuel & Sons to redefine trim in a way that has resonated across the globe. The company has become an authority in the world of passementerie, providing leadership for the future direction of the industry with each landmark collection.

Samuel & Sons products are available at their international flagship showrooms, as well as various representative showrooms worldwide.







# OUR DESIGNERS

Led by Executive Design Director Marisa Gutmacher, the Samuel & Sons Design Studio brings a visionary approach to interiors with original, exclusive trim collections. Diligently developed, collections are derived from hand-rendered drawings or paintings incorporating novel fibers or materials, current trends, or classic textile documents. Complementing the work of our in-house Studio, product collaborations have included some of the industry's most respected design talents.



MARISA GUTMACHER



LORI WEITZNER



ROGER THOMAS



MICHAEL S. SMITH



LAURA KIRAR



TIMOTHY CORRIGAN

## OUR CONTRACT DIVISION

The dedicated team of hospitality specialists at Samuel & Sons possesses the in-depth knowledge and understanding required to accommodate special considerations, from budget to scale and sensitive timelines.

Within the Samuel & Sons repertoire exists a wide range of collections suitable for contract environments, contract-specific treatments and the capability to create one-of-a-kind trims designed to meet industry requirements.

Recognized as a highly coveted and essential resource by hospitality design firms worldwide, our trims can be found within the most acclaimed, international hotels and casinos, restaurants and prestigious private clubs.





Scan to watch  
the interview

TALKING TRIM WITH

REBECCA GRAHAM

SENIOR DESIGN DIRECTOR AT AJ CAPITAL PARTNERS



**Rebecca Graham is the Senior Design Director at AJ Capital Partners. She oversees the design, development and execution of a range of projects across the Graduate Hotels and AJ Capital Partners portfolios. Since joining the firm in 2019, Ms. Graham has played an instrumental role in the design execution of nine Graduate Hotels properties, as well as design development and execution of more than a dozen forthcoming hotels.**

**S&S:** What aspects of a project inform your approach to the design process?

**RG:** Our process always starts with researching the specifics of the location, building/architecture, history, geography, notable individuals and stories about the town/area and we begin crafting the stories we would like to 'tell' with our design. We then look for imagery that speaks to these stories and visually communicates our intent. As the design develops, we consider the expectations and profile of the guests, the operational considerations of the brand and any other functional requirements such as seat counts in food and beverage outlets and ADA or code guidelines.

**S&S:** What does the introduction of trim bring to a hospitality design?

**RG:** Including passementerie in our designs is essential. Beautiful and classic trims as well as unique and unusual designs add a layer to the palette that shows attention to detail and adds a necessary level of luxury. They can transform a run of the mill hospitality project into a curated residential feeling experience. Samuel & Sons has



thousands of options that are rich and traditional to clean and modern and everything in between.

**S&S:** Do you have a favorite pattern or application—a go-to trim in your design repertoire?

**RG:** I like to work a bullion fringe in whenever possible.

**S&S:** Tell us about a recent project and where trim made an appearance in your design.

**RG:** The Rusacks Hotel is located on the 18th green of The Old Course in St Andrews, Scotland, otherwise known as 'The Birthplace of Golf'. The iconic beach featured in the award-winning film 'Chariots of Fire' is yards from the property. The original part of the hotel opened in 1887 with an additional of 44 guestrooms and a rooftop restaurant completed in 2021. For this project we selected several Samuel & Sons products and utilized them in key places throughout the hotel, including guestrooms, suites and public spaces.

**S&S:** Was there a particular standout, trim-focused moment inside The Rusacks Hotel?

**RG:** The lobby drapery trim was a particularly challenging selection. We showed an antique trim in our rendering that was from a magazine, and we could not find anything. We came across one of your onion tassel fringes to accent the wool herringbone patterned fabric and it is absolutely perfect.

**S&S:** How has Samuel & Sons proven valuable resource when working with your contract/hospitality clients?

**RG:** Hospitality design seeks to create unusual, special and often residential feeling environments that are comfortable for guests and visitors as well as interesting places to explore and discover. Incorporating trim into a design elevates a normal and un-special project into something unique and special.

Samuel & Sons has so many amazing products, it can be difficult to narrow down and make a selection. Their customer service and sampling capabilities are

exceptional, and they also have custom capabilities as well, which many trim companies cannot offer, and we seem to always be in need of.



Photography: Billal Taright









## OUR PRODUCTS

A destination is defined by its details, from surroundings to service. Its interiors possess the innate power to impress, excite or provide comfort, imparting lasting impressions. We've looked to our unrivaled selection of over 15,000 in-stock designs, choosing patterns and palettes to inspire endless possibilities and journey-worthy spaces.



# Make an Entrance

A modern take on traditional grandeur marries the shimmer of metallic threads with cutting-edge borders, beads and bullion fringe.

*Opposite page, clockwise: Lumiere Ribbed Border in Sandstone and Granite, Oberon Teardrop Fringe in Antique Gold, Solaris Tassel Tieback in Zinc, Oberon Woven Cord with Tape in Goldleaf, Lumiere Cord with Tape in Rose Gold, Oberon Bullion Fringe in White Gold, Eclipse Border in Onyx, Horizon Velvet Border in Obsidian, Polaris Velvet Border in Topaz and Vela Laser Cut Border in Crystal*







## Suite Dreams

A momentary home away from home, a respite, is rendered in luxurious neutral tones and textures.

*Opposite page, clockwise: Moonlight Embroidered Border in Crystal, Torero Embroidered Border in Metate, Carlyle Silk Satin Border in Koala, 1.5" Cambridge Strié Braid in Oatmeal and Mouse Grey, Torero Beaded Fringe in Metate, Sabine Key Tassel in Parchment, Italian Leather Piping in Kilim Beige and Gibraltar, Canale Velvet Border in Bronze Sea, Alpina Velvet Border in Peacock and Aurelia Gimp in Aquamarine*



## A Place in the Sun

Near a well-appointed poolside perch, cut fringe and carved wood beads dance in the ocean's breeze. Performance collections deliver luxury—designed to withstand the elements—in colors of land and sea.

*Opposite page, clockwise: Printemps Woven Piping in Ivory and Ice, Terrace Openwork Braid in Oyster, Saisons Interlink Border in Mist, Sorrento Cotton Striped Border in Surf, Terrace Chainette Fringe in Oyster, Saisons Brush Fringe in Mist, Custom Performance Bullion Fringe, Saisons Diamond Border in Sand Dune, Saisons Stripe Border in Canvas, Nantucket Strié Border in Seafoam, Terrace Strié Border in Surf and Terrace Acacia Wood Bead Fringe in Flax*







## Join the Club

Reminiscent of buttoned up navy blazers and putting greens, tailor-made traditional styling calls for the classics: leather, linen and wool.



*Opposite page, clockwise: Nantucket Strié Border in Seafoam, Venezia Appliqué Border in Cioccolato, Callen Striped Border in Navy, Italian Leather Piping in Wet Sand and Eucalyptus, Loire Bullion Fringe in Bleu, Paolo Faux Leather Border in Indigo, Preston Silk Striped Border in Pavillion, Toscana Leather Key Tassel in Pale Tundra and Topaz, Inca Brush Fringe in Midnight and Woven Italian Braid in Espresso*



## Colorful Character

All at once edgy and opulent, the mix of bold patterns with saturated colors radiates energy and excitement, promising an unforgettable experience. The pairing of a statement ombre fringe with patterned borders and pleated velvet, delicate silk and striking geometric embroidery is unexpected, imaginative—almost theatrical in its exuberance.

*Opposite page, clockwise: Italian Leather Piping in Cerulean, Butterfield and Coral, 1/2" Délicat Silk Gimp in Gold, Fuchsia, and Green, Frida Border in Cenote, Menagerie Border in Emerald, Barcelona Ombre Fringe in Honeycomb, Sabine Key Tassel in Fuchsia and Caribe, 2" Chloe Pleated Border in Café, Aurelia Brush Fringe in Shell, Moritz Velvet Border in Onyx*





# OUR CONTRACT SERVICES

## **Specialty Treatments**

- Flame, stain, moisture, and anti-microbial treatments are available on all items through a certified facility (IMO, ATSM, NFPA, CAL117, etc.)
- All flame treated goods come with FR treatment certification
- Treatments are guaranteed not to change the look or feel of the goods
- FR testing is also available, price varies per item and the test required

## **Custom Program**

We recognize that special projects require custom solutions not found within existing collections. With over 65 years of experience and milling resources in 20 countries, specialists in our Custom Division can work with you to create a one-of-a-kind trim. The process can be as simple as a change in color or size, to replicating an antique design or creating an entirely new trim.

Our Custom Division has assisted with theater and museum restoration projects as well as trim for national institutions such as the Presidential Library and The White House.

A member of the Custom team can provide additional information regarding minimum yardage, quantity pricing and lead times.

*To contact the Custom Division: [custom@samuelandsons.com](mailto:custom@samuelandsons.com)*

## **Semi Custom Program**

The Semi Custom Program enables designers to easily customize a range of trims, choosing from 54 patterns, specifying infinite color combinations and a choice of three fibers. The program allows clients to render color in real time using the industry's only online trim design tool

Learn more at [samuelandsons.com/semicustom](http://samuelandsons.com/semicustom)

*To contact the Semi Custom Division: [semicustom@samuelandsons.com](mailto:semicustom@samuelandsons.com)*



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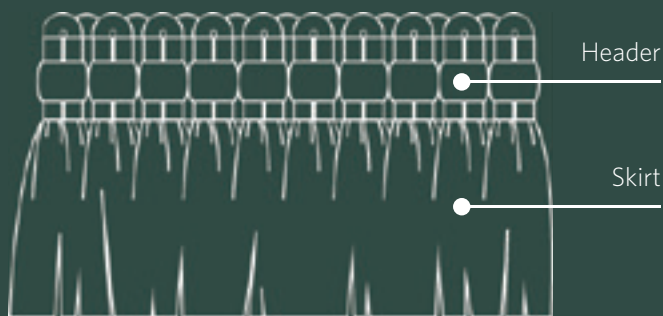
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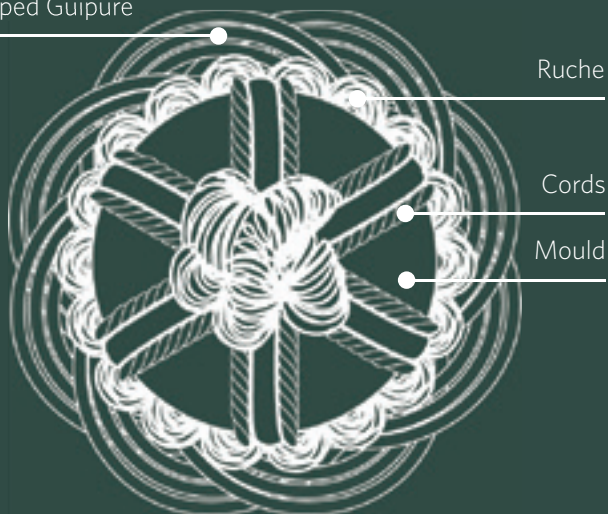


# ANATOMY OF TRIM

When the need for a custom design arises, an understanding of the technical aspects of trim construction will help you to easily specify changes in pattern, color or scale. We've assembled a sampling of styles as a lesson in useful trimming terminology.



Scalloped Guipure





Knot

Cord

Ruche

Crisscross Cords

Mould

Tassel overhangers

Skirt

Branches

Tape

Header

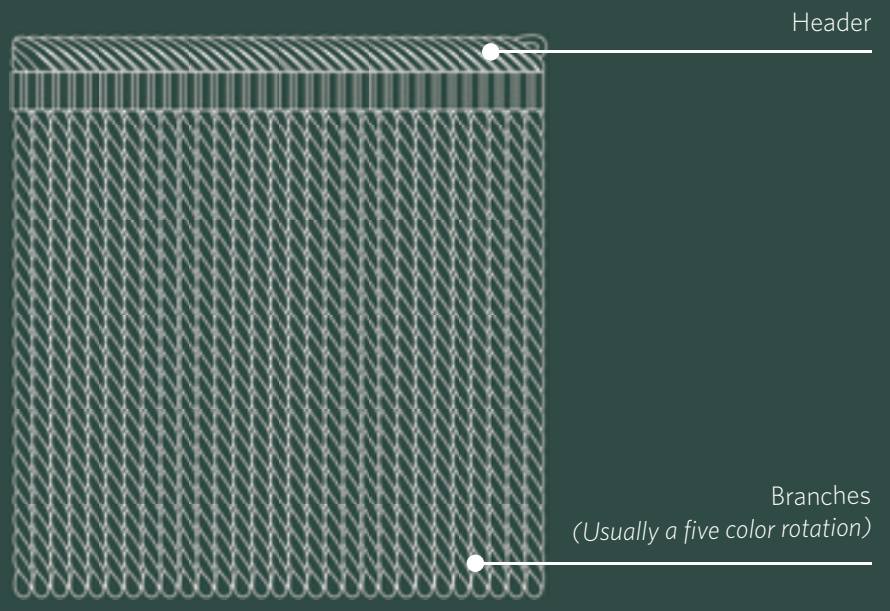
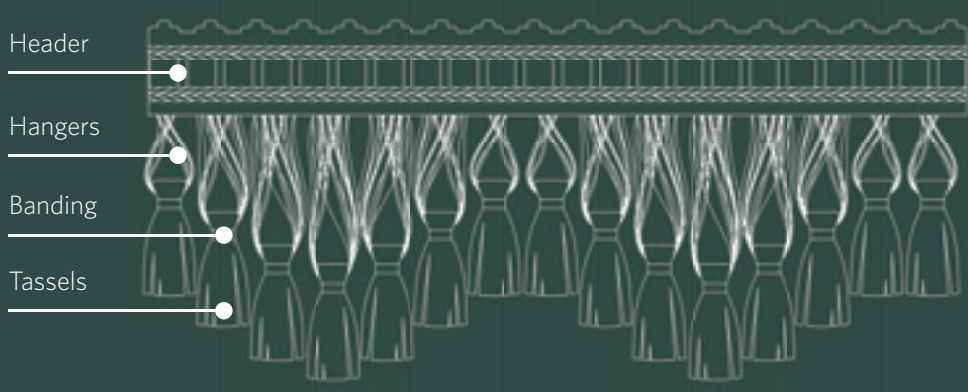
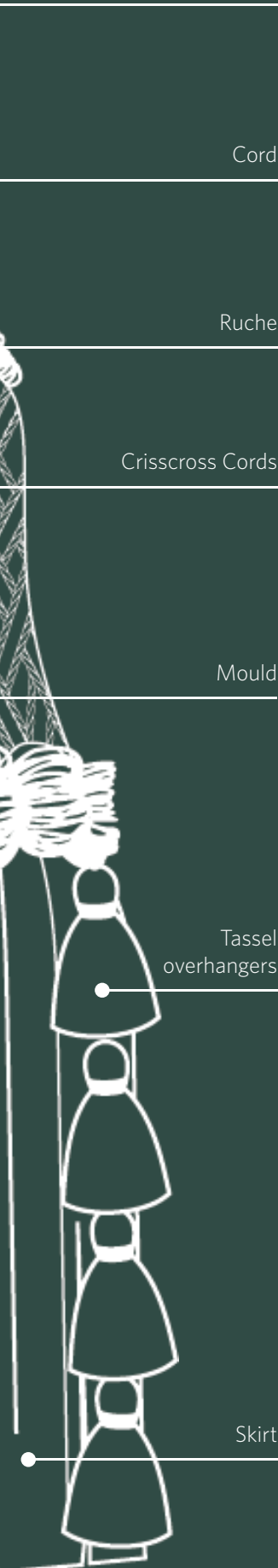
Hangers

Banding

Tassels

Header

Branches  
*(Usually a five color rotation)*





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