

Hello Again,

As September approaches and we get ready to make our way to NYC for the upcoming HTT market, a definite change is in the air. We are taking a 180 degree turn from the quiet and cozy subtlety of the Hygge movement and focusing on the kaleidoscope craze of **Gypsy Soul**.

The popular pilgrimage to the California desert each Spring to attend the Coachella and Stagecoach music events has created a phenomenon called "festival fashion." The term describes the eclectic and seemingly unstudied ensembles donned by the thousands of band fans crowding the venues. Flower Power '60s style mixed with global and tribal influences come together with nomadic ease.

It's no surprise that a similar vibe is taking hold in home decor. A strong reaction to the sleek environs of corporate culture has caused us to seek the colorful and collected in our homes. We are choosing

to surround ourselves with treasures gathered from every corner of the globe. The result? A playful mix of clashing prints, colors and materials. Remarkably versatile, this exuberant direction brings excitement to every manner of decorating style.



At this market we will introduce a collection of pillows, poufs and pads made exclusively by Brentwood from textiles designed by renowned Boho blogger, author and designer, Justina Blakeney. This social media star famously coined the term "Jungalow" to describe her own brand of jungle+bungalow, a lively plant-filled indoor/outdoor look that is colorfully curated. Blakeney is a force of nature, with Instagram and Pinterest followers that number in the millions. Her book *"The New Bohemians"* is a best seller (look for her follow up offering *"The New Bohemian Handbook: Come Home to Good Vibes"* to be released on October 10.)

We look forward to sharing all of this with you in New York.

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