

Hello Everyone,

As we get ready to head to the fast-paced frenzy that is New York City, we bring you a blast that asks you to focus on the opposite - take deep breath, kick off your shoes and indulge in a healthy kind of hedonism called "hygge." Invented by the Danes, this is a movement, a trend, a mindset, and it's suddenly all anyone can talk about. Bloggers are all over it, *Elle Magazine*, *The New York Times* and *The Today Show* have reported on it, and one can get lost on Pinterest for days just by searching this single word.

With no simple translation in the English language, "hygge" describes finding joy in everyday things which are good for us... books... conversation... delicious food. It's creating a space to come together with good friends in a comfort connection of gratitude and harmony. In a world that can at times seem uncertain and forbidding, hygge is the haven we crave.



In order to get that hygge high, one must jettison anxiety and clutter. Choose instead to surround yourself in the simplicity of softened surfaces, nubby knits, tactile and furry textures. The colors of comfort are "barely there" shades of ivory, grey, taupe, and blush. Washed gold and pale copper complete and compliment this touchable trend.

At market we have dedicated a corner of our showroom to this cozy calling. We're bringing pillows and poufs featuring textural yarns, soft fibers and global details. Faux furs will be on prominent display. We feel certain that you will embrace the ethos as you take a break from the city outside and surround yourself in quiet simplicity. Welcome to the **Cozy Zone**.



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