



For Immediate Release:

Aviva Stanoff Design Launches a New Collection at High Point Market
*Award Winning Textile Designer Unveils Her New Collection Designed to Inspire
Big Dreams & Unity*

October 1, 2020 – High Point, NC – Iconic textile designer, Aviva Stanoff of Aviva Stanoff Design launches her new Dream Catcher Collection during Fall High Point Market – 2020.

In her 14th year exhibiting at High Point Market, Aviva is proud to continue to excite and inspire the textile industry with her innovative designs. Her signature textile designs include her proprietary technique of pressing real objects into fabric and applying jewels one at a time. All products are made by hand in the United States.

The Dream Catcher Collection was designed to inspire big dream building and invite a fearless spirit within community and connectivity. “The collection celebrates the spirit of holding your ground, believing in the good that is still all around us,” says Aviva Stanoff, President & Creative Director of Aviva Stanoff Design. “We choose to confirm that life is still beautiful,” she continues to add.

Aviva Stanoff founded her design studio in 2004 and formalized the company as a home décor brand in 2007 as Aviva Stanoff Design. Since then, she has manufactured and sourced home décor creations that embody deliberate luxury. The artisanal point of view that makes her products singular is Aviva’s attention to detail, which flows from her creative spirit. This extends back to include generations of makers with Japanese and Russian roots. “I celebrate that I am a woman business owner and a child of immigrants,” says Aviva. “I feel dutiful to honor these forces that helped shape me by continuing the legacy they began.” Aviva sees every product she designs as a canvas regardless the material forming it, a sentiment that inspired the Brooklyn Museum of Art to include her surfaces designs in their permanent collection.

Having been raised in a multicultural environment as a child of Japanese and Russian immigrants,

she sees it as her duty to honor all of the forces that have helped shape who she is. And she is determined to use her power for good, a resolve forged during childhood summers studying traditional arts in her family's Buddhist temple in Japan and renewed each time she hiked the old-growth redwood forests near her California home growing up or walks on her local beach now.

Her entrée into the world of the textile arts was centered around the runway, and internships at Calvin Klein Home while earning her MFA brought her the first successes of her career in home décor products. By graduation, Aviva's designs for Calvin Klein were on store shelves, earning her a mention in Vogue. These early triumphs turned to commissions from Christian Dior, Givenchy Couture and Donna Karan, among others.

In 2004, Aviva launched her own line of home accessories in Brooklyn, New York, which included products that garnered her a "Best Bet" mention from The New York Times. Her textiles, which are Made in the USA, are now featured in luxurious hospitality properties— Nobu, The Cosmopolitan, the Ritz Carlton, The Plaza and the Four Seasons among them.

Aviva's Forest Chandelier for Currey & Company won the 2017 ARTS Award for Lighting Fixtures, and she won the 2019 ARTS Award in the Home Textiles category. In spite of the prodigious number of designs she is continually working on, for this artisan/designer, the word product is not a static label; it represents a deeper connection to the havens in which people dwell. "The purpose of home décor is to have connectivity with other people," she explains. "Home is for gathering, entertaining and wellness, and it is with this in mind that I maintain a focus on Deliberate Luxury." The long list of companies who have clamored to offer the items she creates to their clientele is distinguished. Their accolades include numerous Textile Vendor of the Year awards from ABC Carpet & Home and being tapped for the permanent collection of the Brooklyn Museum's Decorative Arts Collection.

Aviva Stanoff Designs will be exhibiting at the Fall High Point Market 2020 at IHFC - IH606, Commerce, Floor 1.

Showroom appointments may be scheduled in advance by emailing amy@avivastanoff.com.

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Digital

Assets: <https://drive.google.com/drive/u/2/folders/1BJI2l39I2Xd9TDwOGkcA9jwyVSCqn3Vx>

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