

thomaspaul



Designed by Thomas Paul Fernez, thomaspaul is a style star whose recognizable designs and unexpectedly accessible prices have made the brand a highly sought after contemporary resource.

The pillow and tabletop collections have graced the pages of virtually every design magazine on the planet. On a monthly basis, the brand is featured in such publications as Elle Décor, Shop, Lucky, Better Homes & Gardens, House Beautiful, Domino, Real Simple, In Style, Metropolitan Home, New York and Country Living.

The designs pack a whole lot of design punch and cross many decorating styles, which has created demand and retailers and consumers are asking for more thomaspaul products. To quench their thirst, thomaspaul is launching its first licensing program.



**PRODUCT
LOUNGE**

Licensing Representation
19 West 9th Street, Suite 3, NY, NY 10011
212.253.8680

thomaspaul



Design Concept

Traditional shapes are re-defined through surface graphic design, which mixes unrelated historic design styles -- art nouveau, 60's pop art, 70's minimalism, 18th century baroque -- into a unique style with a coordinated color palette.

Pricing Strategy

Affordable designer.

Target Audience

Stylish and design driven young --and young at heart -- consumers.

Distribution

Specialty & department store.

Target Product Categories

Home

Tabletop, bed, bath, fabric & wallcoverings, rugs, lighting, furniture

Fashion

Totes & bags, luggage, sleepwear & loungewear

Gift

Decorative accessories, stationery & gift, home office

Opportunity

There is a hole in the marketplace for affordable modern design that is able to cross over many design styles.