



NEWS RELEASE

# DwellStudio Announces Inaugural Collection with the napkins

2/1/2017

Collaboration Includes Contemporary, Midcentury Designs for the Premium Napkin Company

BOSTON--(BUSINESS WIRE)-- **DwellStudio**, a design brand for fashion-forward, modern furnishings, today announced a collaboration with European brand the napkins, offering customers a new collection of single use, premium napkins. The DwellStudio for the napkins line will feature the new Terrace and Peregrine designs – inspired by DwellStudio’s signature chinoiserie patterns, the prints showcase a modern geometric and botanical style.

This Smart News Release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20170201005086/en/>

The Terrace collection features a modern chinoiserie pattern for those seeking to add an icy blue palette to their table.

“Quality and design are the utmost priority for DwellStudio, so it made perfect sense to

partner with a trend-focused, premium brand such as the napkins,” said Bingka Leung, creative director, DwellStudio. “The result is a truly versatile collection that’s a fit for the urban dweller, eclectic entertainer, or everyday shopper looking to elevate their dining experience.”

One of the only original, single use premium napkins brands, the napkins are made from a soft fiber blend that is both absorbent and durable, while providing a sophisticated design element for any dining table, bar cart or powder room. The DwellStudio for the napkins collection will be sold in a variety of formats, including placemats, guest towels, and dinner and cocktail napkins.

“At the napkins, we strive to provide our customers with the best product that allows them to set their table in the

most impressive way,” said Jasmin Brunner, founder, the napkins. “We are thrilled to introduce these lines of functional and beautifully designed napkins and towels to the market.”

Curated by DwellStudio designers, the new patterns have hues of cool blues and classic whites, as well as fruitful champagne tones. The DwellStudio for the napkins collection includes:

## TERRACE

Inspired by French garden design, the Terrace collection is a modern chinoiserie dream for entertainers. Featuring an icy blue color palette, the Terrace pattern effortlessly completes a chic tabletop look.

## PEREGRINE

The Peregrine collection perfectly serves any entertaining needs for the upcoming spring season. This elegant yellow color palette includes a modern mix and match of ornamental fretwork.

DwellStudio and the napkins will showcase their newest products at the **New York Now** trade show later this week. Designed in Switzerland and produced in Italy, this collection will soon be available exclusively online at [TheNapkinsUS.com](http://TheNapkinsUS.com). All can share how they style their space with the new collection on social media with [#DwellStudioXthenapkins](https://twitter.com/DwellStudioXthenapkins).

## About DwellStudio

Founded in 2000, DwellStudio is a design house with a decidedly modern vibe. Spanning furniture, bedding, and décor – with styles for baby and children, too – the brand’s products are united by a common philosophy: the Art of the Mix. From their best-selling signature prints to statement accents, each piece is crafted to mix effortlessly into the home. With offices in New York and Boston, DwellStudio lives as part of Wayfair’s family of brands. Visit [www.dwellstudio.com](http://www.dwellstudio.com) to learn more.

## About the napkins

the napkins is a husband and wife run company whose premium single use napkins made their US debut in 2015. Inspired by the high end hotel and gastronomy world, their dining solutions are the first to fill the niche between premium paper and linen napkins. They are exclusively designed in Switzerland and produced in Italy, exuding a sophisticated European aesthetic while appealing to a wide range of budgets.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20170201005086/en/>

Source: DwellStudio

For DwellStudio

Media Relations Contact:

Kayla Fedorowicz, 617-880-8545

**PR@wayfair.com**