

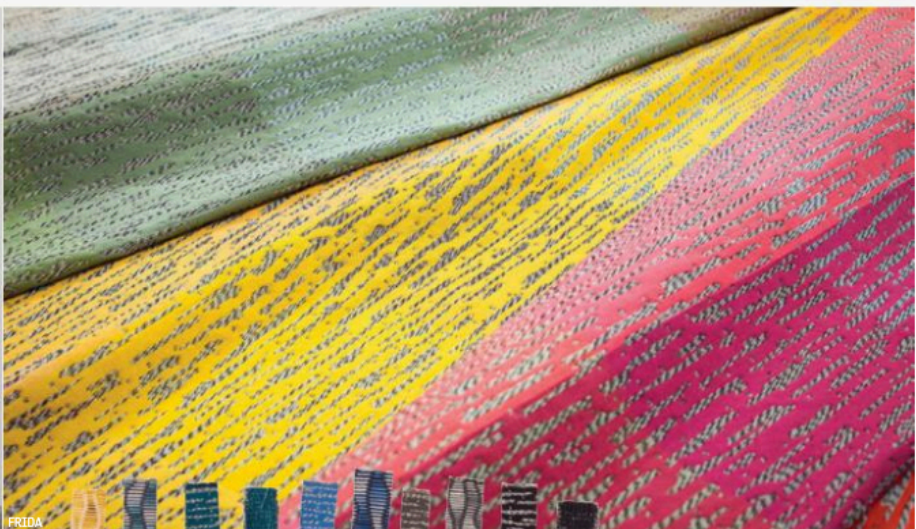
INTERIOR DESIGN[®]

SEPTEMBER
2021

onward & upward



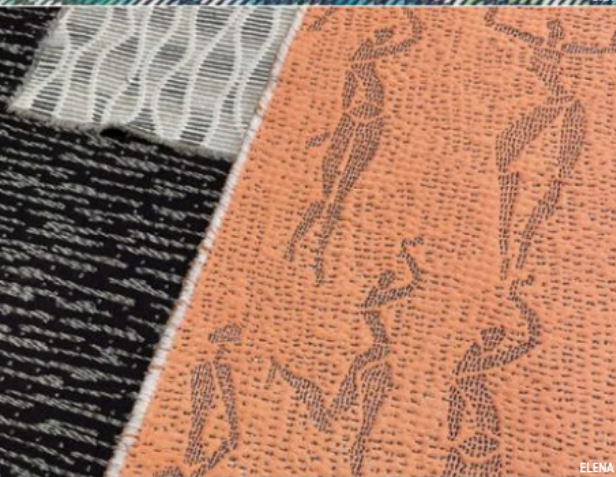
SONYA HAFHEY, VENUS WILLIAMS



FRIDA



ORA



ELENA

strong and soft

Venus Williams is well-known as a tennis champion. But she's also acing it off the court. At this year's NeoCon, her firm V Starr launches its first-ever product collaboration: Muse, an upholstery line with **Wolf-Gordon** that celebrates the power of women. Rounds of drawings went back and forth between Williams and V Starr principal Sonya Haffey and Wolf-Gordon CCO Marybeth Shaw and senior textile designer Kathrin Hagge, culminating in the three uplifting patterns, which come in a range of colorways that cleverly incorporate various pronouns (think *Alabaster*). There's *Elena*, a matelassé of dancing figures rendered in post-consumer polyester and nylon; *Ora*, a bleach-cleanable polyester-nylon on which twisting, gradated helices vibrate with energy; and *Frida*, a poly-acrylic blend where black and white twisted yarns resemble kinetic brushstrokes on a chromatic ground. "I'm so proud of the patterns and colors," Williams says. "Venus," Shaw adds, "is the ultimate example of female strength." Game, set, match.

wolfgordon.com



FRIDA

MARKETCOLLECTION
neocon

CLOCKWISE FROM TOP LEFT: RYAN LOCO; JAMES SHANKS; RYAN LOCO; VISUALS BY AHOY STUDIOS WITH EVA MUELLER; JAMES SHANKS (2)

VISUALS BY AHOY STUDIOS WITH EVA MUELLER