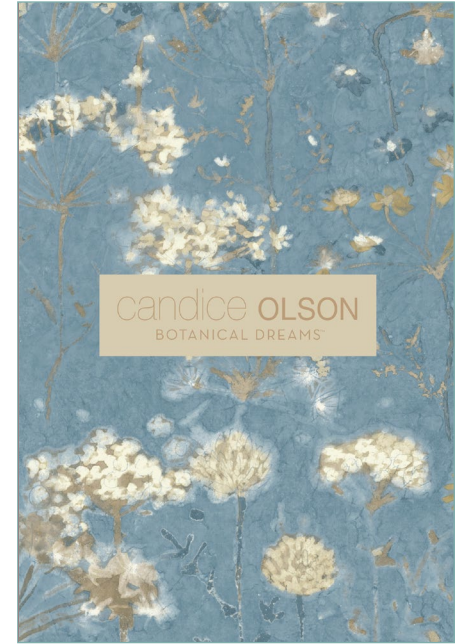




candice
OLSON

BOTANICAL
DREAMS

YORK

About The Brand

candice OLSON

The Candice Olson aesthetic is built upon the love of reinterpreted classics. This contemporary take on tradition creates a look that is current, yet timeless. It is the essence of both beautiful design and a beautifully designed home.

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About The Collection

The graceful motion of natural botanicals inspires an undulating illusion of soft romance in this luminous collection from Candice Olson.

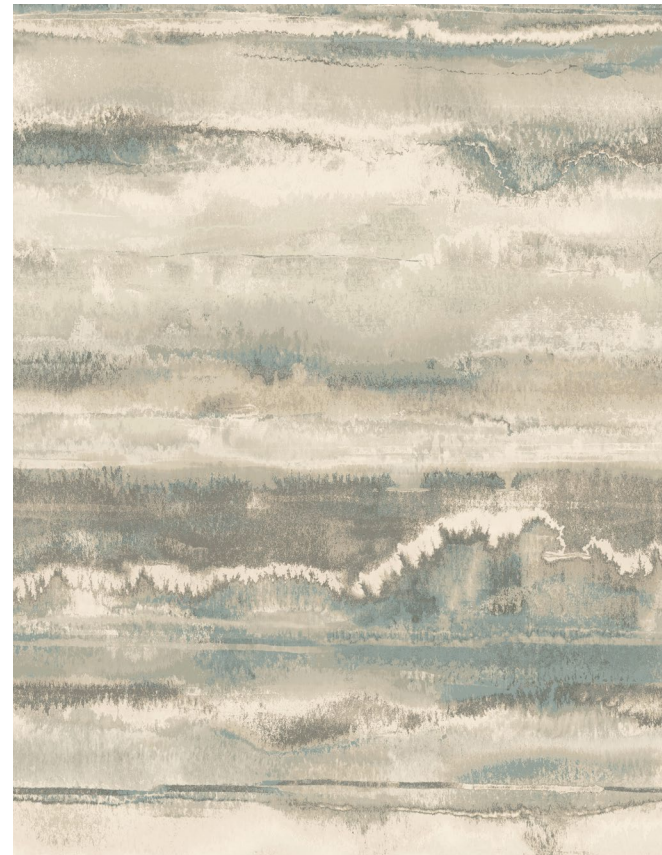
Keywords

natural, organic, waves, sand, glass beads, fireworks, starburst, flower, floral, kaleidoscope, metallic, feathers, water lily, leaf, geometrics



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Key Images



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Botanical Dreams Video



Click to watch video. To download video, access file via link on digital marketing page.

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Digital Marketing Package

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DIGITAL WEB BANNERS



Video



728x90



336x280



1000x432



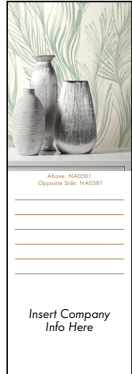
160x600

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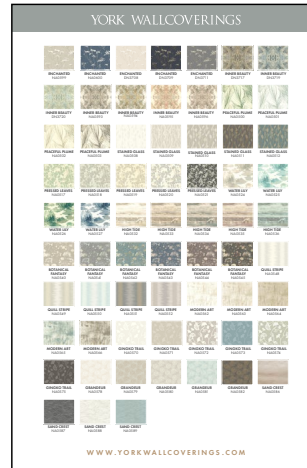
Print Ready Artwork



Bookmark - 2.5" x 7.5"
We suggest printing full color, full bleed and 2 sided on 80 lb. Gloss Cover



Memo Card - 5.75" x 8.75"
We suggest printing full color, full bleed and 2 sided on 80 lb. Gloss Cover



Store Sign - 24" x 10"
We suggest full color, full bleed on 24 pt. Cover (can be printed on 1 or 2 sides)

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PRINT READY ARTWORK



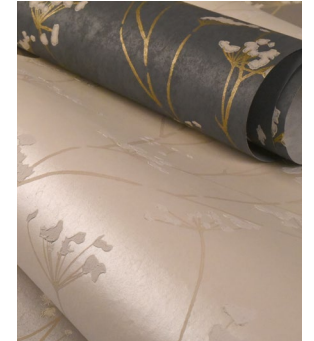
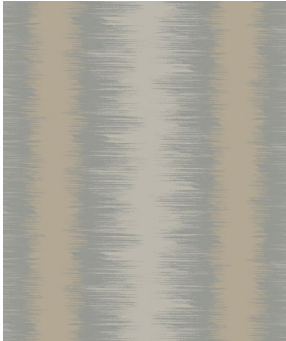
Bookmark has space for
company personalization.



Poster - 24" x 36"
We suggest printing full color, full bleed and printed 1 side on 100 lb. Gloss Text

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Products



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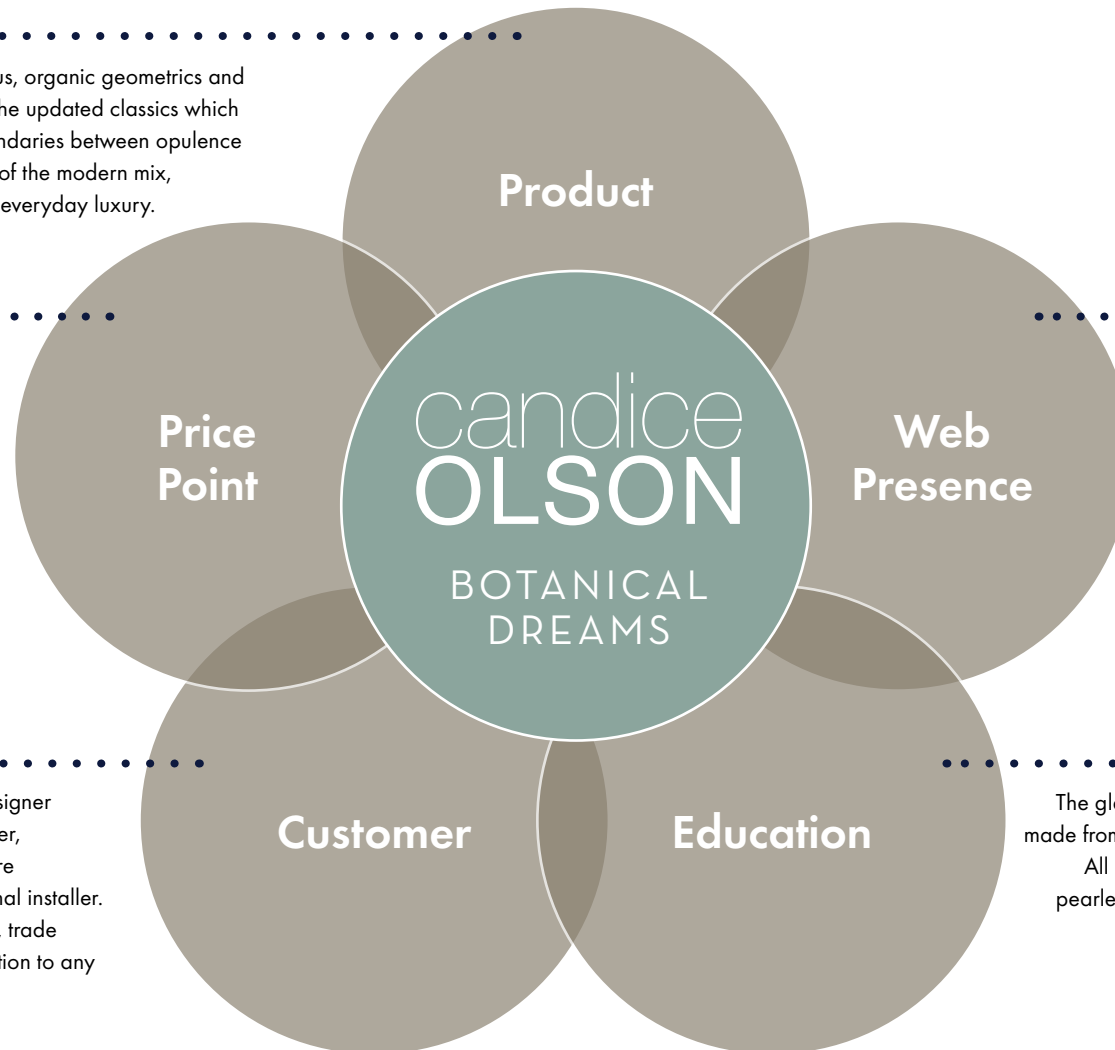
- Natural inspirations have become central for contemporary interior style (**The Collection**)
- The wall-as-canvas motif continues to entrance high end decor and influence luxury spaces (Patterns **Water Lily, High Tide**)
- Wave patterns bring modernism to geometry when rendered in luxury finishes (Pattern **Sand Crest**)
- The glamour of minerals and metallics take natural patterns to the next level of opulence for a balance that creates a look of casual affluence (Patterns **Grandeur, Inner Beauty**)
- Natural influences soften the cool edge of contemporary style to warm spaces and bring sophistication to utilitarian industrial designs (Patterns **Stained Glass, Modern Art**)
- Botanicals and florals still enchant the marketplace and drive Bohemian leanings toward the feel of fine art (Patterns **Botanical Fantasy, Enchanted**)
- Be it feathers or fronds, the feeling of soft edges and sinuous motion become a breath of fresh air in current design trends (Patterns **Quill Stripe, Peaceful Plume**)
- Lush greenery brings deep glades and tropical silhouettes to the forefront of nature-inspired design (Patterns **Ginkgo Trail, Pressed Leaves**)

Who Are We Selling to?

The Botanical Dreams collection of lustrous, organic geometrics and botanical patterns are an exploration of the updated classics which anchor today's design style. Blurring boundaries between opulence and casual, Candice Olson is the master of the modern mix, balancing glamour with natural to define everyday luxury.

Upmarket pricing befits the exclusivity of these luxurious specialty goods. Sample books, and sampling are all offered at various discounts depending upon the customers' agreements with York Wallcoverings.

Candice Olson Botanical Dreams is a designer product. Not intended for the DIY customer, the exquisite specialty products offered are recommended to be hung by a professional installer. This collection will shine in better retailers, trade only showrooms, and as a mainstay addition to any designer's library.



Candice Olson Botanical Dreams can be found on yorkwall.com via the products link under York Designer Series - sub category Candice Olson. Digital marketing tools, including web banners and print ready artwork, will be available for customer promotion purposes online.

The glass used for the beaded pattern Sand Crest is made from recycled windshield glass and natural sand. All shimmer within this collection is achieved with pearled and metallic inks. High lofted hand applied inks are used for surface print patterns.

The logo for York Wall, featuring the word "YORK" in a white serif font on a dark brown banner.

Support

Sales

For questions call us toll free at **1-800-453-9281**
or email us at Info@yorkwall.com

To place an order please contact us at Orders@yorkwall.com

Canada: **1-844-690-4362**
Canada email inquiries: CanadaCS@yorkwall.com

International
International email inquiries: Intl@yorkwall.com

PR Requests

PR request email inquiries: MillerC@yorkwall.com