

Press Release - April 2009

RECYCLED LUXURY

Kevin O'Brien Studio's mosaic obi pillows give new life to vintage textiles and new meaning to the word 'recycled'.



Among the recent offerings from Kevin O'Brien Studio is a one-of-a-kind pillow line inspired by a recent trip to a Japanese antiques market. Consumers, retailers, and decorators alike are looking for new and creative ways to reuse and recycle existing materials, such as textiles, into updated products without sacrificing style.

In keeping with the lush fabrics he is known for, Kevin O'Brien has found a way to make 'recycled' synonymous with 'luxury' by pairing pieces of Japanese obis with his luminous velvets to create pillow sets that are richly diverse in color and pattern. "I first realized the beauty of

these amazing historical artifacts when, on our honeymoon, my wife and I stumbled upon an antiques market ...held in the large square in front of a Buddhist temple. We bought several obis..." and the idea for these timeless pillows was born. "When we arrived in America, these gems seemed even more special in this new context, and when we laid them next to our velvets we knew exactly what to do."

To make these pillows, the obis are carefully taken apart and cleaned. Pieces of colorful velvet remnants are then chosen, inspired by the image and colors of the particular obi they will be paired with. Each pillow set is unique and cannot be reproduced. Retailers find that they are an easy immediate sale because "if the customer does not buy them when they see them they may be gone tomorrow."

Designer Dennis Duffy, of D Scale in Boston, a store that carries the Obi line, says, "Beautiful pillows are like jewels for a black dress". Consumers in this economy are looking for ways to get maximum impact for minimum dollars when updating their home, and buying a few beautiful pillows is a quick and easy way to brighten up their living space. These Obi mosaics are the perfect solution because they come in small sets that can be placed around a room, infusing the entire area with color and pattern.