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RONALD REDDING DESIGNS®

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ABOUT THE BRAND



RONALD REDDING DESIGNS®

Ronald Redding wallpaper designs are the essence of the modern masterclass, artfully blending the timeless past with pioneering innovation. His signature air of effortless luxury is celebrated by design and industry professionals alike as the cornerstone of neo-traditional style.

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## ABOUT THE COLLECTION

Beauty, ritual and serenity surround the social significance of Tea culture. Experience the captivating story of the East through the iconic patterns, spirituality and visual artistry of the tea garden.

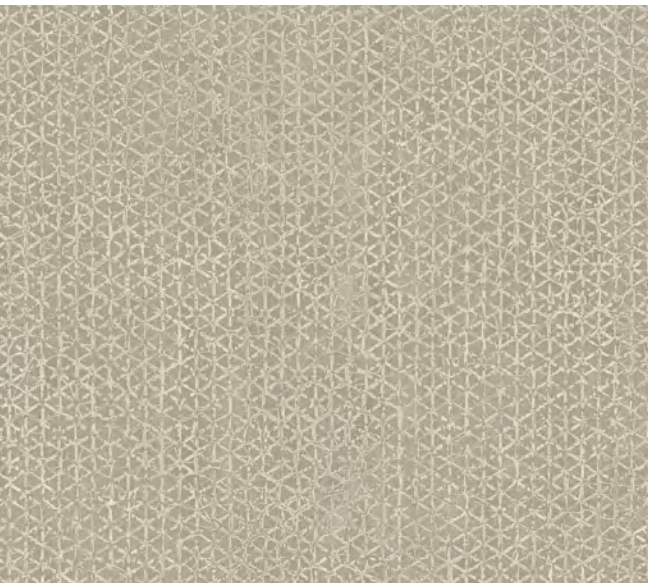
## KEYWORDS

tigers, cranes, pagoda, Asian, chinoiserie, Art Deco, silhouettes, silk, woven, trellis, geometric, archival, sisal, grasscloth, wood veneer, willow, leaf, leaves



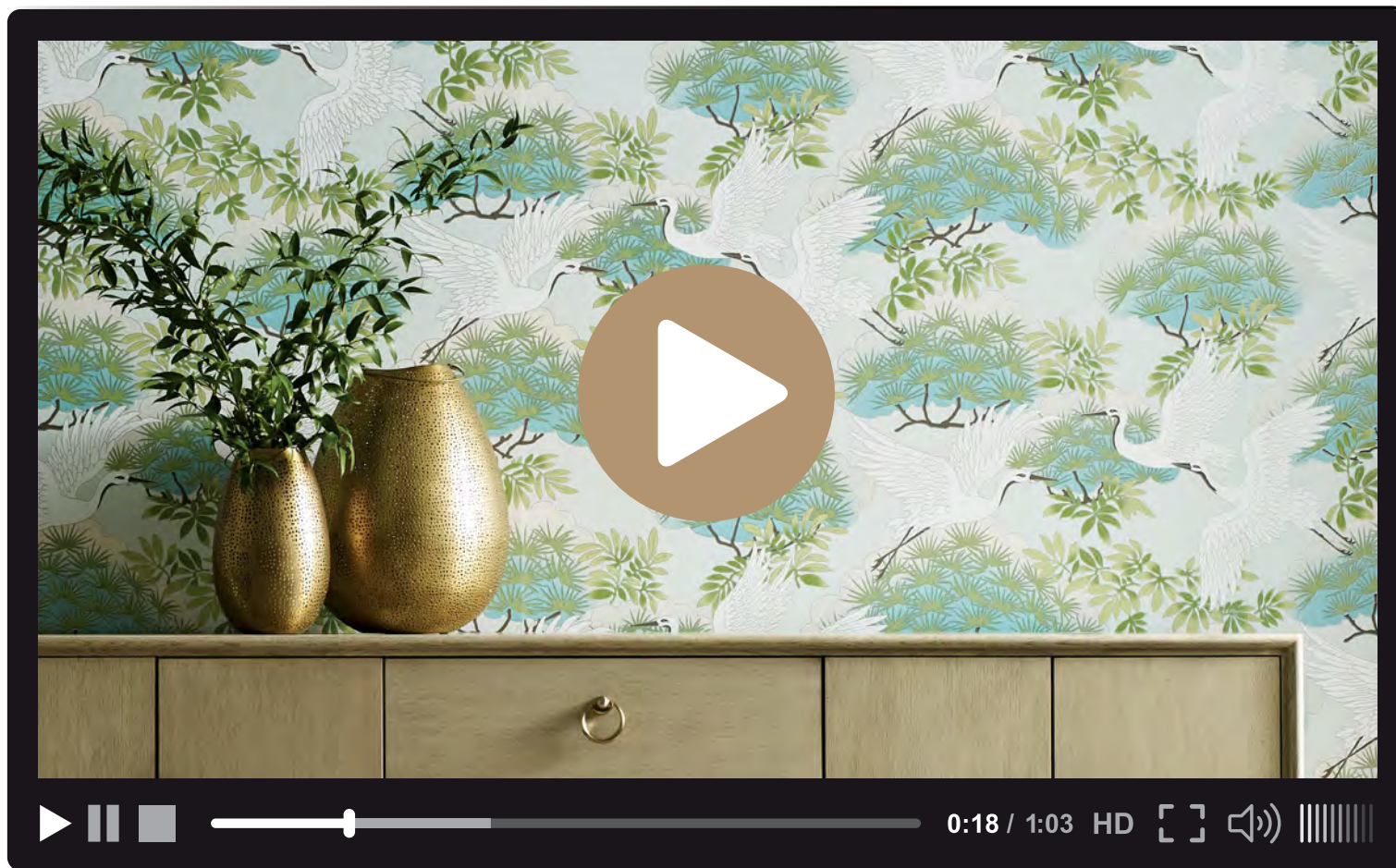
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KEY IMAGES



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# TEA GARDEN VIDEO

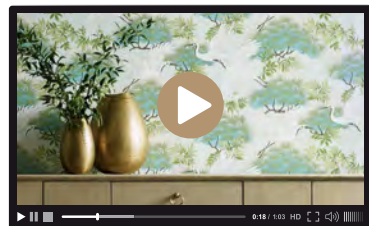


Click to watch video. To download video, access file via link on digital marketing page.

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# DIGITAL MARKETING

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Video



728x90



336x280



1000x432



160x600

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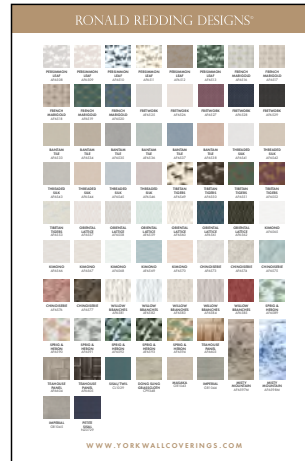
## PRINT READY ARTWORK



**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)



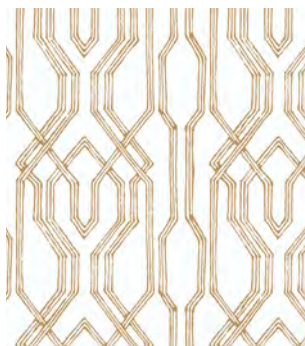
Bookmark has space for company personalization.



**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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ADDITIONAL ASSETS





## WHY TEA GARDEN?

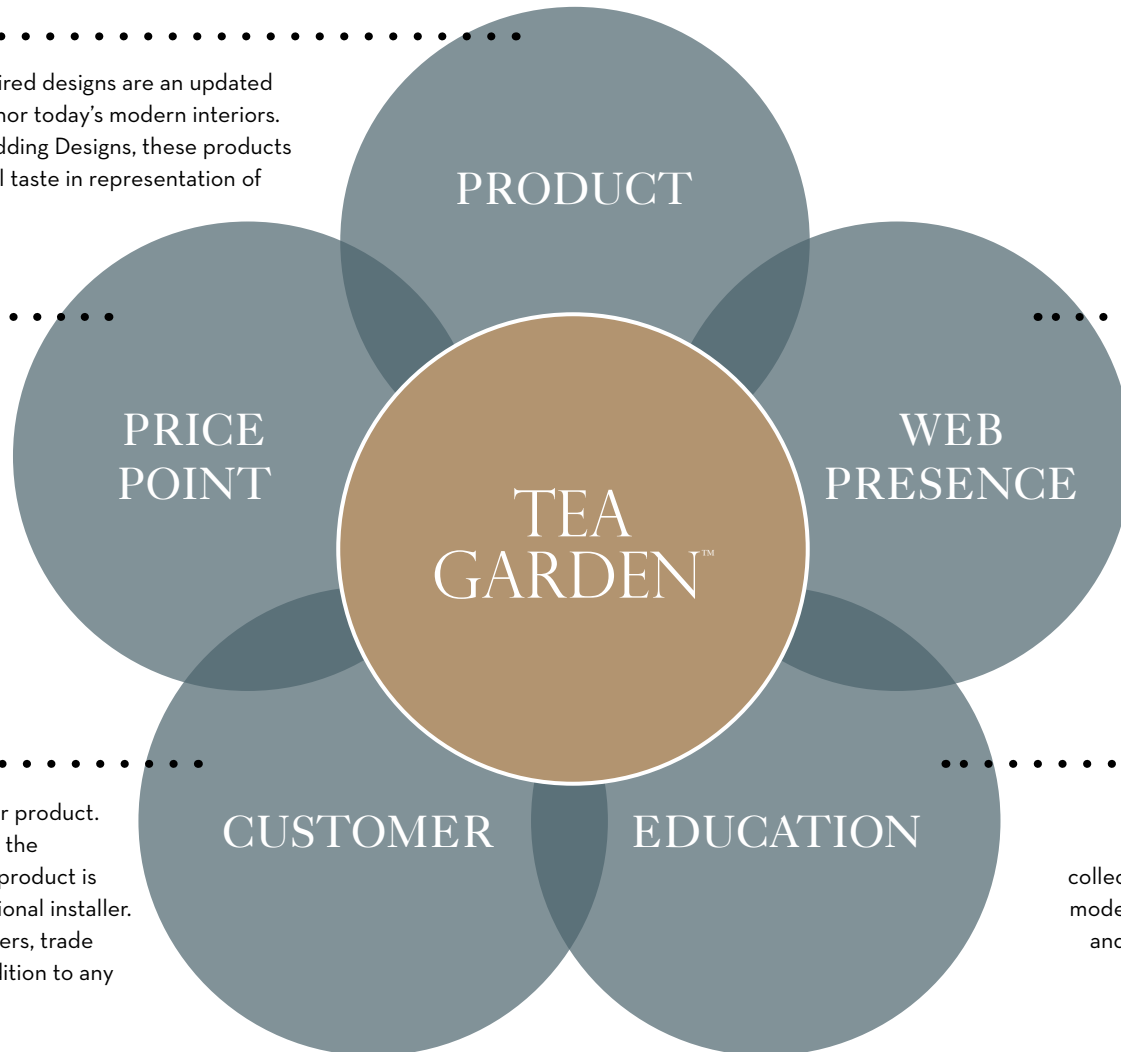
- Currently en vogue, all things of Asian influence are dominating classic and modern themes alike (**the Collection**)
- A menagerie of exotic animals and vintage birds, all with archival and Art Deco leanings, begin to create new forms of classic style (Patterns **Tibetan Tiger, Sprig & Heron**)
- Geometrics are inspired by organic sources and hand-loomed weaves (Patterns **Bantam Tile, Oriental Lattice, Fretwork**)
- The new Maximalism style of pattern mixing and opulent layering embraces the enduring classic appeal of chinoiserie (Pattern **Chinoiserie**)
- Natural handmade grasses keep their fresh edge with the incorporation of Asian inspired color (Patterns **Masaka, Imperial, Sisal, Petite Sisal, Grasscloth**)
- Waves and weaves still make the perfect layering anchor (Patterns **Kimono, Threaded Gold**)
- Wood veneers and panel screens are emerging as a new trend designed to define open areas by adding warm elegance (Pattern **Teahouse Panel**)
- Asian rainforests expand on the tropical leaf silhouette trend (Patterns **Willow Branches, Persimmon Leaf**)
- Murals with classic Asian scenic motifs still dominate upmarket interiors (Mural **Misty Mountain**)
- Florals derived from archival inspirations continue to represent a romantic Bohemian signature (Pattern **French Marigold**)

## WHO ARE WE SELLING TO?

The Tea House collection of Asian inspired designs are an updated exploration of classic motifs which anchor today's modern interiors. Embodying the signature of Ronald Redding Designs, these products redefine the classic style of exceptional taste in representation of the new neo-traditional genre.

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.

Ronald Redding Tea House is a designer product. Inspirational for the broad spectrum of the designer customer base, this specialty product is recommended to be hung by a professional installer. The collection will shine in better retailers, trade only showrooms, and as a mainstay addition to any designer's library.



The Tea House collection can be found on [yorkwall.com](http://yorkwall.com) via the products link under York Designer Series - sub category Ronald Redding Designs. Digital marketing tools, including web banners and print ready artwork, will be available for customer promotion purposes online.

Asian motifs from classic sources are a cornerstone of upmarket interiors. In this collection, iconic pattern and classic color get a modern refresh with soft shimmer, metallic inks and subtle texture. Pattern Teahouse panel is made from real wood veneer. All grasses are handwoven naturals.