

**Summary of Q&A with Lori Weitzner and
The World of Interiors 23.09.14**

Q: How much time does it take to design a collection and is it done by hand or computer?

A: The development of a collection takes around nine months, plus three months to receive and review samples - so about a year in total. We prefer to sketch and draw, believing the soul of the product is in the hand"

Q: How does UK interior design compare to US interior Design?

A: "Have you got an hour or two...? I think that UK interior designers are charming. Even the most contemporary interior design in Britain has an element of warmth and whimsy. The UK also has much more heritage, even in contemporary design."

Q: Would you ever create a London inspired collection?

A: Absolutely! I'm so inspired by the urban gardens – but I'm very open to any ideas that will get me back here. I love London!"

Q: What drew you to design? Have you always been a creative person?

A: I was a Fine Arts major and a very honest professor asked me just how exactly I intended to make money. I was very grateful of his almost blunt honesty! He asked me if I had considered textiles and that's how my career started."

Q: The Chrysler Building is iconic and full of strong design. Was it tough to replicate its grand image or choose one detail?

A: For me, The Chrysler Building was an obvious choice. Its beautiful geometry inspired me to create my Chrysler trim.

Q: Some of the borders in the new collection mix materials – should they be only placed on plainer fabrics?

A: Not necessarily - try to mix materials unexpectedly. These can bring the product to life in a new way!

Q: Did any part of this new collection pose an unexpected challenge when designing?

A: Not in the design, but the production. These can sometimes arise with intricate embroidery, but Samuel & Sons always make it happen!

Q: Which border in the collection is your favourite?

A: Oh no, I can't! That's like asking me who my favourite child is... I love them all!