

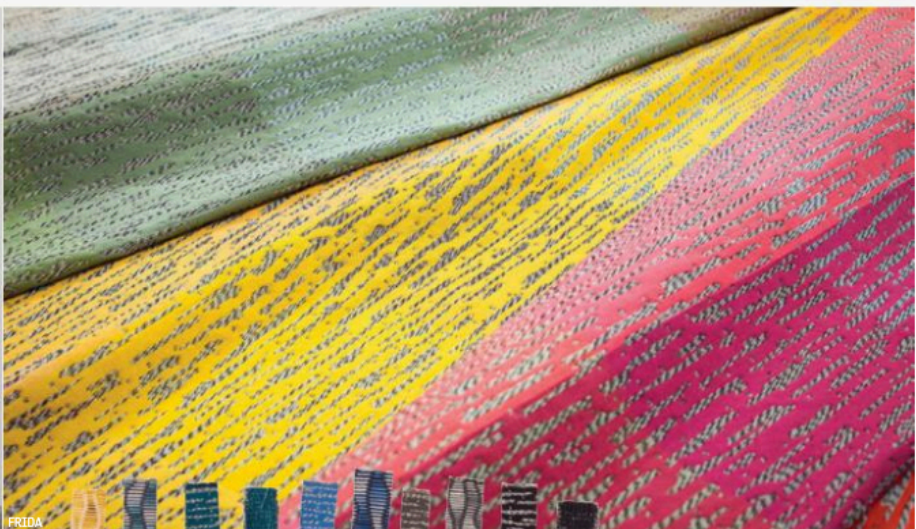
# INTERIOR DESIGN<sup>®</sup>

SEPTEMBER  
2021

onward & upward



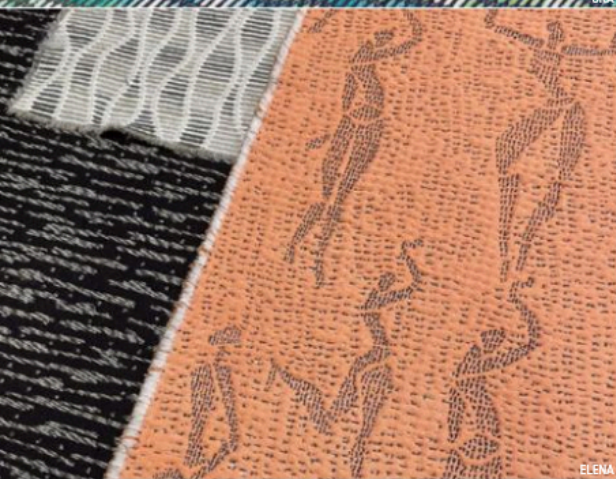
SONYA HAFHEY, VENUS WILLIAMS



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](http://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