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Wolf-Gordon Introduces Muse by V Starr A Celebration of the Power of Women



New York, NY – Muse, an upholstery textile collection by V Starr for Wolf-Gordon, is a celebration of the power of women, as told by the South Florida design firm's founder and tennis champion, Venus Williams. The collection's three patterns are a juxtaposition of the softness classically associated with femininity and the fierce underlying qualities of perseverance, strength and commitment.

Following multiple rounds of hand drawn artwork by V Starr's team, in a collaborative effort between Williams and V Starr Principal Sonya Haffey with Wolf-Gordon CCO Marybeth Shaw and Senior Designer Kathrin Hagge, the Muse Collection by V Starr encompasses three patterns: Elena, Frida and Ora. Named for women that the V Starr team admires, the designers used a series of motifs that



reference and celebrate femininity. In a nod to unity and camaraderie among women worldwide, each of the collection's color names include the pronouns “us”, “we” or “her” such as *Heather*, *Blush*, and *Seaweed* among many others.

Venus Williams is the ultimate example of female strength, not only due to her athletic prowess but also for her personal character and integrity, and we're very proud to have collaborated with she and her team at V Starr.

Marybeth Shaw,
Chief Creative Officer, Marketing & Design

It was such a pleasure to create this collection with Wolf-Gordon and to create the perfect Muse for V Starr's first product development collaboration. I am so happy and proud of the patterns and colors we have designed.

Venus Williams,
Founder + CEO V Starr

Muse Patterns:

Elena: The star of the collection, Elena is a matelassé inspired by movement and dance, and featuring figures representing interconnectedness and uplifting others, in four colorways.

Frida: Horizontal brushstrokes of black and white twisted yarns in Frida embody motion, reading as a dimensional texture from a distance, in nine colorways.

Ora: The twisting helix motif in Ora conjures references to DNA, the flow of water and energy, and graceful movement, in seven colorways.

Muse by V Starr for Wolf-Gordon will debut in December 2021, and will be previewed at NeoCon at theMART on October 4th-6th in Wolf-Gordon's showroom #10-161.

About Wolf-Gordon

Wolf-Gordon is an American design company dedicated to inspiring and enabling the creation of outstanding interiors. Founded in 1967 as a commercial



wallcovering resource, the high performing product line now includes upholstery textiles, RAMPART® wall protection, paint, and Wink dry-erase surfaces. Through its collaborations with leading national and international designers and in its Design Studio, Wolf-Gordon continues to develop new work that is provocative, inspiring, and of our time. Wolf-Gordon's growing portfolio of licensed collections includes designs by Laurinda Spear, Karim Rashid, Petra Blaisse, Grethe Sørensen, Kevin Walz, the Boym Partners, Frank Tjepkema, Mae Engelgeer and Alike van der Kruijs. Wolf-Gordon account executives are based in all major markets in the United States.

About V Starr

V Starr was founded by professional tennis player, Venus Williams, in 2002. Combining Williams' value for excellence as an athlete with her passion for design, V Starr is a full-service hospitality, multifamily, and luxury residential firm. High-profile clients such as Hilton, InterContinental Hotels, Midtown Athletic Club, and The Hotel at Midtown in Chicago, Curio by Hilton, and Related Group, among others, have turned to V Starr to successfully translate their vision into reality. The company is based in West Palm Beach, Florida. For additional information, please visit www.vstarr.com.

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