

Postcards from Miami

alix lawson
HOSPITALITY



Hi there from a sun-drenched Miami, a tropical, coastal paradise where salt air carries sweet scents along the leafy streets: hints of jasmine, fresh mandarin and coconut blend with fragrant Cuban coffee.

The city stretches west from downtown, over Biscayne Bay and across Miami Beach right to the vastness of the Atlantic Ocean, it teems with energy and colour, influenced by, among others, Cuban, West Indian and Hispanic cultures.

My favourite part is South Beach, famous for the colourful art deco architecture that lines the iconic Ocean Drive, where coconut tree fronds cast shadows across the ornate facades. The shore has sugar-white sand, which turns peachy when the sun hangs low. Under the midday rays, the water is a clear turquoise that turns a deep indigo later, beneath the glow of the moon.

One of the things I love best about this lively city is the Lifeguard towers, each painted in vivid block colour with art deco features to compliment the neighbourhood. Designed by architect William Lane in the aftermath of Hurricane Andrew which ripped through Miami Beach in 1992, to give the community a much needed boost, there are 36 of them on the Atlantic shoreline of the island. They are whimsy and surreal with outrageously clashing colours – and capture the joy of the place to perfection.





Miami is the inspiration for my first Hospitality fabric collection South Beach. The South Beach Collection is comprised of a durable velvet that was created for the hospitality sector. There are 16 different colourways each of which evokes an aspect of this coastal paradise.

- The Greens: Mint, Cucumber, Apple, Aloe
- The Blues: Ice, Seafoam, Sky, Ocean
- The Pinks: Watermelon, Flamingo, Guava, Pink Grapefruit
- The Oranges/Yellows - Tangerine, Mango, Lemon, Honey

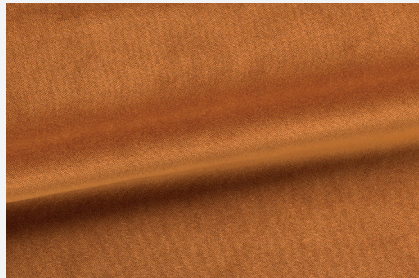
This is by far the most colourful collection I've ever created. I've leant into the vibrance and the heat of Miami – capturing the sea breeze, the citrus scents and the knowledge that somewhere salsa music is playing.

Alix
/x

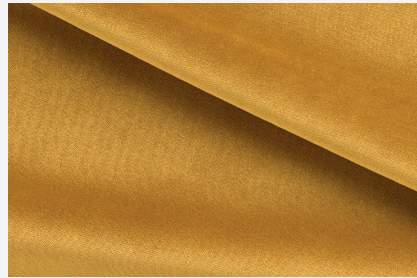
South Beach

A soft durable velvet that was created especially for the hospitality sector.

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Tangerine



Mango



Lemon



Honey

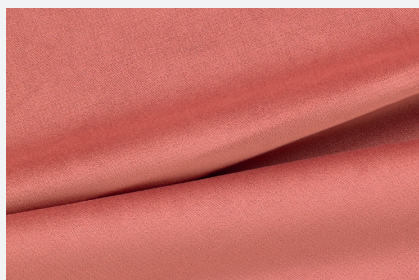


Available in 16 colourways | 100% Polyester
Width 140cm - 55.11 inches | 50,000 rubs

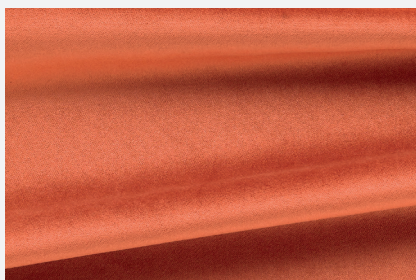
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Guava



Watermelon



Flamingo



Grapefruit



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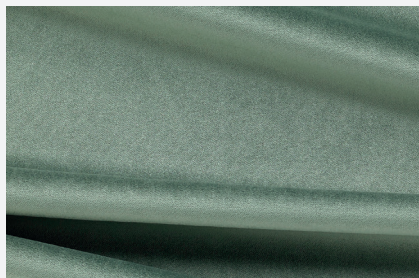
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Aloe



Apple



Cucumber



Mint

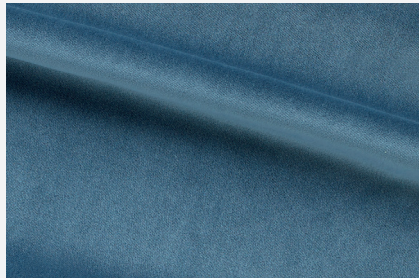


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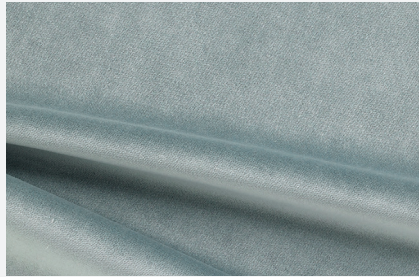
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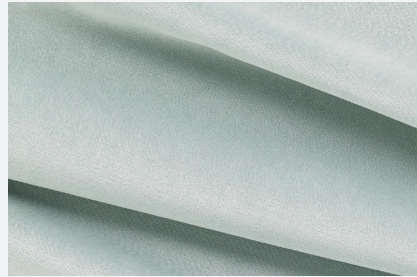
Ocean



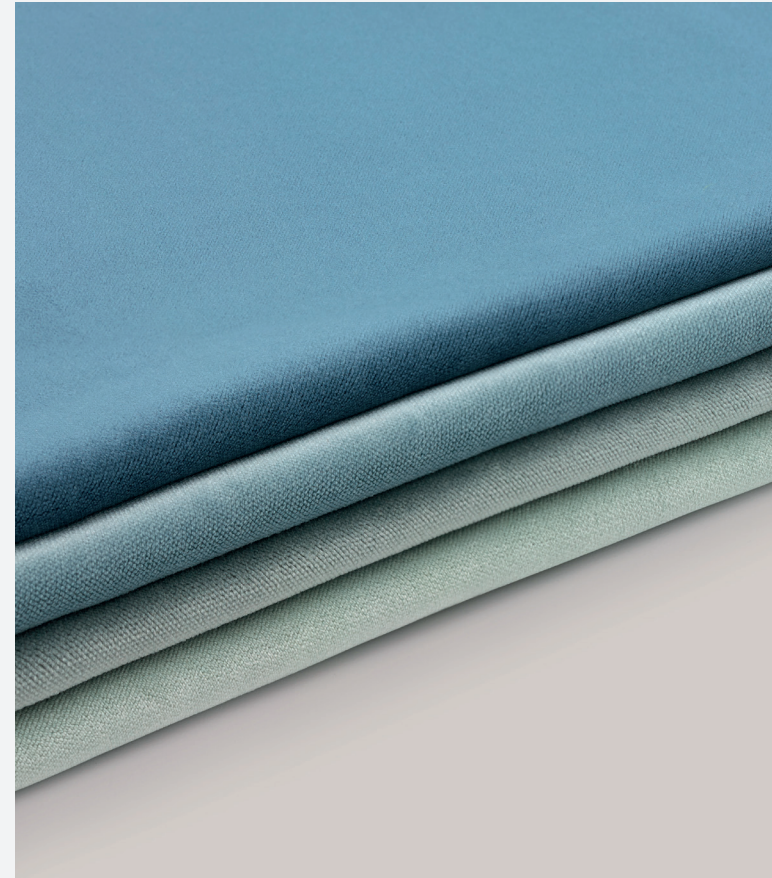
Sky



Seaform



Ice



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