

Memoire Design™ x Danielle Rollins Launch 2025

Press Teaser for Pitching:

**Memoire Design™ x Danielle Rollins
The Studio Collection | Launching HPMKT October 2025**

Memoire Design™, a premier destination for classic rattan furnishings, is excited to introduce a new collaboration with interior designer Danielle Rollins. The 17-piece collection of furniture and accessories reimagines high performing rattan for the fashion-conscious interior.

A nod to her signature Palm Beach aesthetic – equal parts sun-soaked sophistication and tailored elegance, The Studio Collection celebrates a distinctive basket weave and other refined details that reimagine rattan, elevating it beyond its casual, coastal origins.

“I grew up in the late seventies and eighties and my design aesthetic was strongly influenced by the lifestyle backdrops of the high glamour era,” says Rollins. “This collection is about honoring the versatility of this natural material and dressing it up for modern-day entertaining.”

From lounge-ready sofas to her signature “barmoire”, every piece is thoughtfully created for function and everyday ease. Think a timeless coffee table that can be layered, a three-piece sectional that adapts to countless configurations, and dining chairs that can be styled with custom cushions.

“This collection speaks to a long-term goal of Memoire Design, to touch every corner of the living space. Danielle’s ability to intuitively cast rattan in major interior roles is one of the many reasons we were thrilled about this collaboration.” Robyn Bailey, owner of Memoire Design™.

Launching October 2025
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Digital Press Release-HPMKT:

FOR IMMEDIATE RELEASE

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Memoire Design™ Announces The Studio Collection in Collaboration with Danielle Rollins

ATLANTA, GA — August 2025 — Memoire Design™, a premier destination for timeless rattan furnishings, is thrilled to announce the launch of The Studio Collection, a new collaboration with interior designer Danielle Rollins. This highly anticipated 17-piece collection of furniture and accessories will debut at High Point Market in October 2025.

Blending Memoire Design’s craftsmanship in natural materials with Rollins’s signature Palm Beach flair, The Studio Collection reimagines high-performance rattan for the modern, fashion-forward home. From lounge-ready sectionals to Danielle’s signature “barmoire”, each piece in the line reflects the designer’s refined yet livable design sensibility.

“I grew up in the late seventies and eighties, and my design aesthetic was strongly influenced by the lifestyle backdrops of that high-glamour era,” says Rollins. “This collection is about honoring the versatility of this natural material and dressing it up for modern-day entertaining.”

Highlighting a chic basket weave and scalloped detailing, the collection is designed for adaptability and ease: a timeless coffee table perfect for layering, modular seating that fits any space, and dining chairs that are both elegant and family friendly.

“This collection speaks to a long-term goal of Memoire Design, to touch every corner of the living space. Danielle’s ability to intuitively cast rattan in major interior roles is one of the many reasons we were thrilled about this collaboration.” Robyn Bailey, president of Memoire Design™.

The Studio Collection will be available to order through Memoire Design beginning October 2025. Select pieces will be on display in the Memoire Design showroom at High Point Market — Suites at Market Square, Salon G-6037.

To learn more, visit www.memoiredesign.com or follow along [@memoiredesign_](https://www.instagram.com/memoiredesign_).

About Memoire Design™

Formerly known as Mainly Baskets Home, Memoire Design™ is a heritage brand known for its luxury rattan furniture and accessories. With a commitment to craftsmanship, timeless style, and natural materials, the brand partners with celebrated designers to create collections that bring warmth, character, and charm to every room.

About Danielle Rollins

Danielle Rollins is a celebrated designer, author, and tastemaker known for her effortlessly elegant style. Based in Palm Beach, her interiors and product collaborations reflect a unique blend of classic Southern sensibility and modern glamour.

