



Arteriors Unveils New Visual Identity and Brand Evolution

The Global Lifestyle Brand's Fall 2021 Collection Launches with a Fresh Logo and Creative Strategy, Celebrating "The Fine Balance Between Art & Interiors"

Dallas, Texas — September 1, 2021 — [Arteriors](#), a leading provider of luxury furniture, lighting and decor for commercial and residential settings, today unveils a new brand identity and creative strategy in tandem with the launch of its 265-piece Fall 2021 Collection featuring guest designer Celerie Kemble.

Driven by accelerated growth both in the U.S. and globally, Arteriors crafted its immersive new visual identity to surprise and delight across every brand touchpoint, including an inspiring new logo, a revitalized photography style, new product video content, and a newly designed website optimized for the sourcing process. The end result: A dynamic, end-to-end experience rooted in the richness of its prolific product offering and commitment to elevated service.



"What started more than 30 years ago as a boutique accessories company has grown into a global force in the design industry beloved not only for its iconic lighting selection, but premium furniture and accessories, as well," says Barb Fuller, Vice President of Marketing and Visual Merchandising for Arteriors. "This new visual identity serves as the ultimate reverence to our founding and captures the values inherent to our DNA -- art, architecture and fashion -- as told through an international lens."

The realities of 2020 also had a hand in forging this new chapter -- pushing the brand to take pause and embrace the crucial role global design plays in its larger narrative, and the need to celebrate it in a more meaningful way. "Whether it's our revamped lifestyle photography featuring settings inspired by Bali, Milan, Mendoza and Pacific Heights in San Francisco, our global ad campaign or our new dynamic brand video in the works that will highlight our unrivaled craftsmanship made possible by artisans around the world, each facet reflects our evolution and global trajectory as a business," Fuller says. The creative strategy follows another pivotal moment for the brand: The opening of its [new global headquarters in Dallas](#), with over 330,000 square feet dedicated to its corporate office, product design studio, photography studio, showroom test lab and warehouse space.

Arteriors' New Creative Strategy

The **refreshed logo** now includes a beacon -- serving as a subtle nod to the company as an industry luminary -- one synonymous with strength, leadership and forward thinking. A sophisticated color palette, a more symmetrical and architectural archetype, and a softer, friendly font lean into the brand identity of aspirational yet accessible luxury. The **new principled tagline, "The Fine Balance Between Art & Interiors,"** pays homage to Arteriors' core values and its mission to redefine interior spaces through artful design solutions that transcend trends. While this landmark is indeed a pivot in many ways, Arteriors'

global advertising campaign, also launching in September, commemorates and honors its most storied pieces through fashion-forward visuals that are artistic and sculptural yet witty and unexpected.

What's more is the **refreshed approach to print and environmental imagery**, which bring the emphasis on global design to life. Pared back and curated room compositions exude a sense of understated elegance and showcase the versatility of Arteriors' expansive offering, while **silhouette photography** beautifully highlights craftsmanship and product details from all angles.

More details in the fact sheet, [HERE](#).

Fall 2021 Collection

In tandem with the new creative direction, Arteriors introduces its **Fall 2021 Collection** that reinterprets luxe materials through artistic methods of the past with modern innovation -- cultivating a selection that's equally rich and dynamic. Expanded product offerings include larger casegoods and fine furniture pieces, along with new lighting, wall decor, accessories, and statement pieces. The collection also includes a 24-piece series crafted by celebrated interior designer [Celerie Kemble](#), marking her second collaboration with Arteriors, as well as a capsule collection by architect and interior designer [Ray Booth](#), another long-time Arteriors partner.

More details in the fact sheets, [HERE](#).

These latest introductions can be shopped starting today on the **newly redesigned [Arteriors website](#)**, outfitted with advanced solutions to ensure a more user-centric experience and to showcase the brand's elevated product photography, imagery and messaging. All 600+ pieces from the spring and fall 2021 collection debuts are available for purchase online and through all Arteriors showrooms.

Arteriors welcomes trade professionals and design enthusiasts to view these new collections at the New York Design Center showroom (Suite 202) starting this month, and at Fall High Point Market from October 16-20 in the C&D Building. For more information, visit www.arteriorshome.com.

About Arteriors

Founded in 1987, Arteriors is a Dallas-based company that specializes in high-end lighting, furniture, and decorative accessories that exhibit the fine balance between art and interiors. The company works with experienced artisans and makers around the world producing a full spectrum of styles in fine materials and finishes exhibiting aspirational, yet accessible luxury. Arteriors is known for collaborating with leading interior designers in its guest designer program to create inspired lines with fresh perspectives. In addition to residential design, the company offers a range of customizable contract offerings.

Arteriors has trade showrooms in Manhattan's New York Design Center; Los Angeles' La Cienega Design Quarter; Design District, Dallas, Texas; as well as in London's Design Center at Chelsea Harbour. Learn more at www.arteriorshome.com.

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