



Jackie
VON TOBEL

A Storied Career

TIMELINE



1980

Jackie attends The Design Institute of San Diego



1982

Jackie designs couture fashions and jewelry, masters the art of faux finishing



1986

Jackie forms her first interior design business, Interior Artistry



1996

Jackie expands her business and opens Plush Home



2007

Jackie writes, The Design Directory book series for Gibbs Smith Publisher



2010

Jackie designs her signature fabric collection for Adaptive Textiles



2011

Jackie exhibits at SURTEX and begins licensing her designs and illustrations



2014

Jackie wins major awards including the gold ADEX for Best Product Design



2014

Jackie founds her educational channel, Soft Design Lab



2015

Jackie expands her home decor licenses to create lifestyle collections.

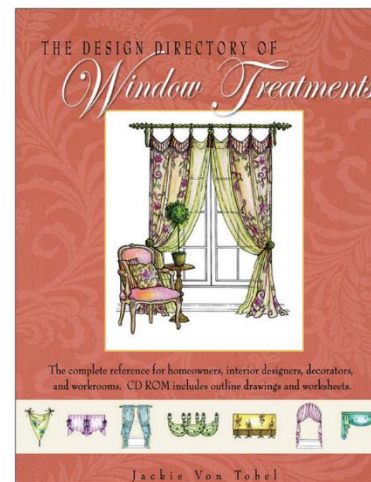
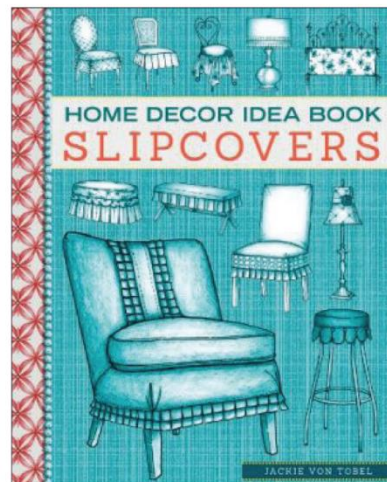
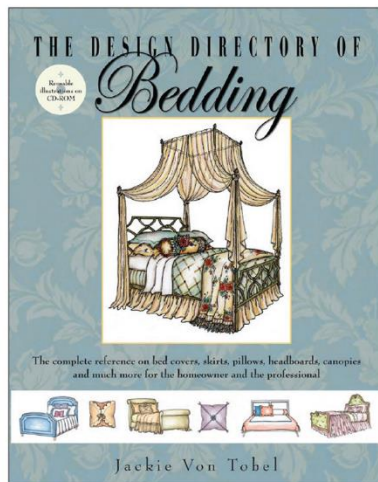


A *Unique* TALENT

What sets Jackie apart from other designers?

Bestselling Author - Illustrator

During her many years providing turnkey, high-end, interior design services through her firm Plush Home, Jackie developed a reputation for her innovative soft furnishing designs. In 2007 this led to her writing and illustrating her first book, a 560 page, 3000 illustration treatise on window treatment design and construction for Gibbs Smith Publishing. The Design Directory of Window Treatments quickly became the industry's go to reference for designers and workrooms alike, earning it the nickname "the bible" in the soft furnishing industry. In the next three years, Jackie followed up her initial offering with The Design Directory of Bedding and the Slipcovers Home Idea Book creating a trifecta of knowledge and inspiration for the design industry.

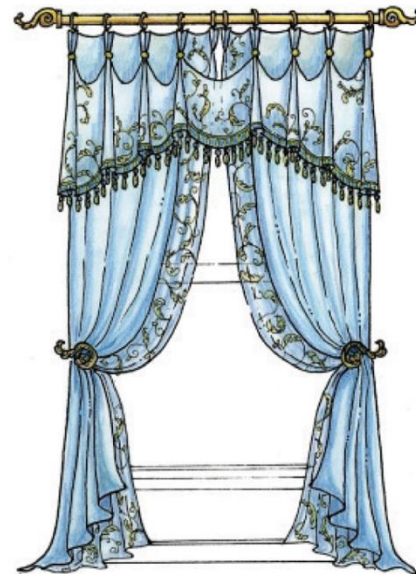


Studio Design Software

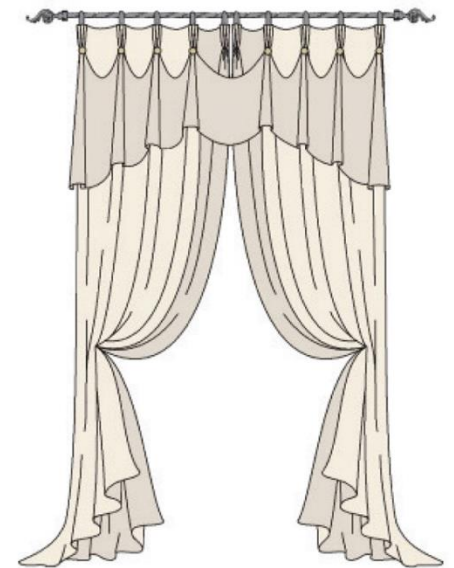
Following the success of her books within the design community, Jackie entered into a first of its kind licensing agreement with Minutes Matter & Studio to integrate all of her designs from her first two books into their graphic design software program Studio. Designers now had a hard copy reference guide backed up with those same designs readily available in customizable software to produce dynamic presentations for their clients. This combination of JVT designs and applications quickly led to Jackie becoming one of the industry's foremost authorities on Soft Treatment design and construction.




A custom rendering using a design from the JVT—STUDIO modules.



An original rendering as seen in The Design Directory of Window Treatments



The same rendering, digitized for the JVT modules in Studio



Home Decor Fabrics

Building on the popularity of her books and software integration, Jackie was approached to design a signature collection of digitally printed fabrics for Adaptive Textiles. While developing this collection, Jackie perfected her artistic process, working with pen and ink, watercolor, and gouache to produce a loose painterly style that has become her signature. The Jackie Von Tobel Collection contains over 100 SKUs and offers fabric by the yard, fabulous pillows, and soon to be launched drapery panels.

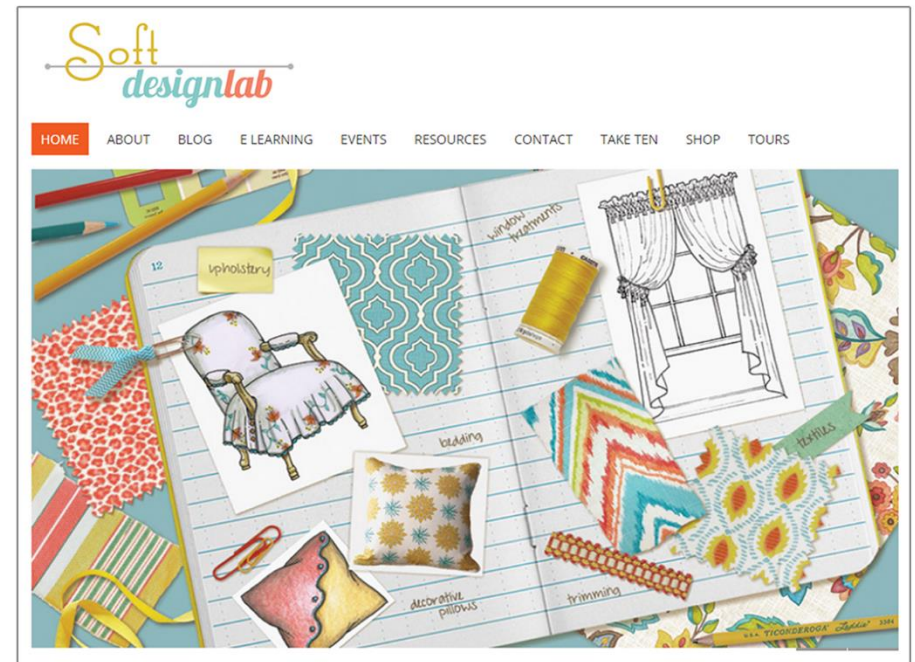
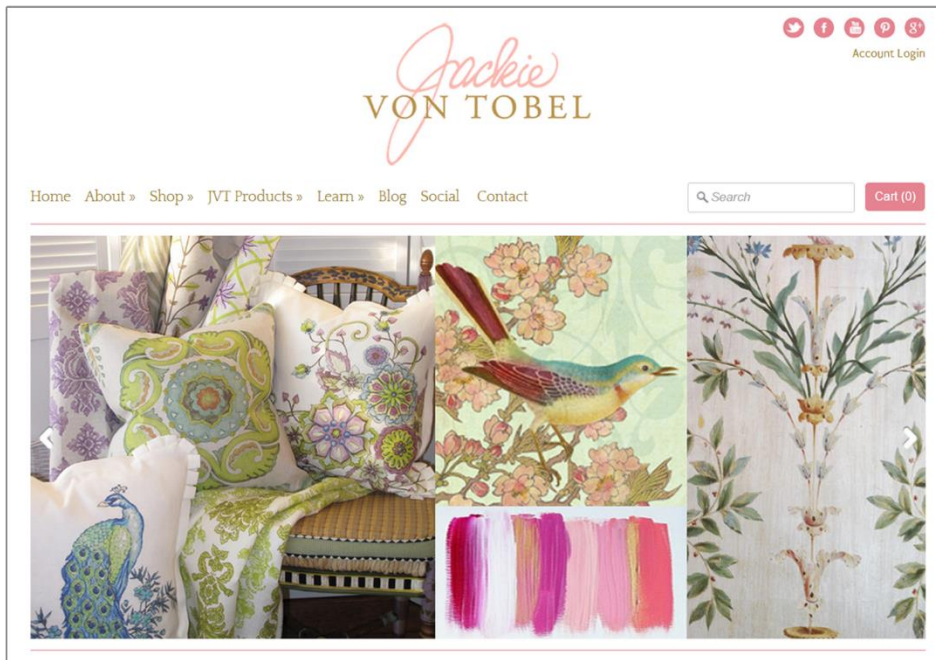
Social Media MAVEN



Online Presence

Jackie was quick to join the blogging movement in 2007 with her blog Jackie Von Tobel Home. She initially used it as a forum to promote her first book, and has been active on social media ever since. She promotes across all major platforms and has a solid following grown through constant interaction and lively interactive original content. Her various channels allow her to show her artwork in advancing stages of progress as she works toward creating the finished product. Her followers delight in seeing something come to life from the drawing board to display in a showroom.

www.jackievontobel.com <http://jackiebluehome.blogspot.com> www.facebook.com/jackievontobel www.softdesignlab.com twitter: @jackievontobel



Soft Design Lab

In a collaboration with fellow design educator Deb Barrett, Jackie formed Soft Design Lab in 2014 to create a virtual platform for advanced live, virtual, and on-demand education in topics related to the soft furnishings industry. In just a year they have built an impressive lineup of seminar topics, an enviable database of designers, and a dedicated following. They have taught seminars live at many major trade shows and have founded the HPMKT VIP Design Experience in cooperation with HPMKT Authority, which is now growing to include the Las Vegas World Market in cooperation with International Market Centers Inc.



www.softdesignlab.com



AN INDUSTRY

Tour de Force



Industry Expert & Popular Speaker

Widely regarded by her peers as one of the leading experts in the soft furnishings industry, Jackie has a passion for sharing her knowledge and expertise. She has built a large following through her CEU seminars, trade show appearances, keynotes, and events at major design venues, and conferences around the world. Speaking as an expert on a variety of design-related topics, she is a sought after authority who is known for her knowledge of the creative process of design, manufacturing, the business of design, and design trends.

Jackie is a member of *WCAA*, *WFCP*, and *WITHIT*. She is an advisory board member for *The Design Bloggers Conference*, a special consultant to the *VISION-IWCE* conference, and she contributes regularly to industry publications.

Jackie's Influencer Network

Through her large network of key influencers and affiliates, including interior designers, stagers, artists, workroom professionals, DIY'ers, and customers, Jackie is uniquely positioned to promote her products across social media. With her established position as a respected speaker, educator and event producer at major design trade shows and conferences, she has a level of visibility unequalled by most designers, and can leverage it for highly targeted promotional benefit.

Jackie understands the importance of frequently working closely with her partners to participate at trade shows and live events, and loves any opportunity to show off her product in person. Several of her partners stock and sell her books, and host book signings in conjunction with product events. They find this to be a valuable draw for new customers.



Trend Expert

Keeping ahead of the trend curve is something that Jackie has excelled at during her many years in design and it hasn't happened by accident. She dedicates time and resources to attending all major trade shows and markets. As she does, she tracks current trends and spots emerging ones so she can provide her partners with well-timed product releases that will meet the needs of the consumer.

Her video trend reports on High Point Market and Las Vegas Market have a large following in the industry. HPMKT Authority and IMC are working in cooperation with Jackie and Soft Design Lab to produce The VIP Buyers Experience, which focuses on introducing designers to market and upcoming trends.



Competitive Spirit

Jackie rises to any design challenge with an intensely competitive nature and a desire to always do her best. Her rug designs were selected from thousands of entries to win her a coveted spot in the *Feizy Rugs* Haute Trends collection along with three other top US designers.

Her first two rugs designs in the collection will launch at April, High Point Market, 2016.



FEIZY

— knot the ordinary™ rug company —

Michel Boyd



Kerrie Kelly



Julia Buckingham

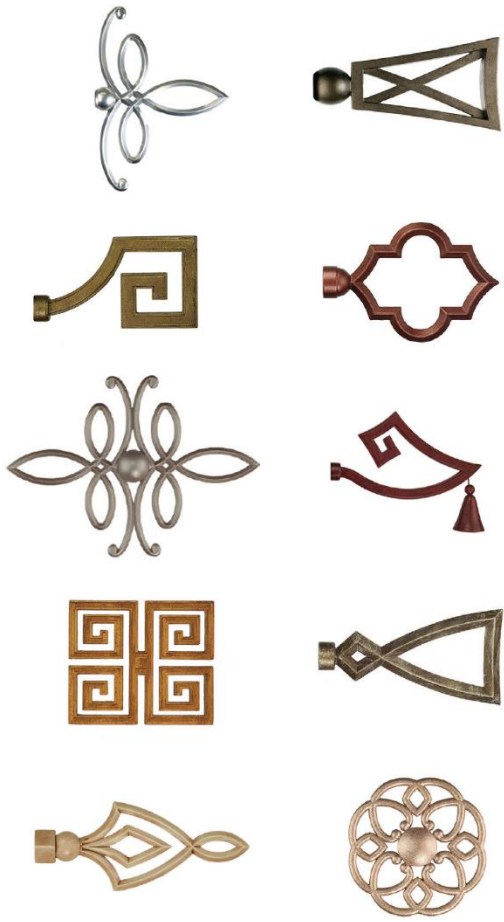


Introducing Our Haute Trends™
Designers of 2016

HT
HAUTE TRENDS™

Stress Free COLLABORATION





Award Winning Pattern & Product Designer

Interior design is a passion for Jackie, and her love of working with architects and builders to create turnkey bespoke residences for her clients is still ingrained in everything she does. Ultimately, however, she fell madly in love with surface, pattern, and product design. She made the decision to close her award-winning design firm Plush Home in 2008 in order to concentrate solely on building her skills and preparing to enter the product side of the industry full time. Jackie hit the ground running, exhibiting at SURTEX in 2010 and building a diverse selection of licensors in multiple product categories including fabric, gift, tabletop, housewares, home décor, holiday, and garden in just four short years. Her signature line of innovative drapery hardware for Helser Brothers, Inc. won a triple crown of design awards in 2014 including a Gold ADEX award, IWCE Best New Product of 2013 award, and ASID Best New Product 2014.

MANUFACTURING PARTNERS

AD Lines	Feizy Rugs
Carson Home Accents	Manual Woodworkers &
Creative Converting	Weavers
Certified International	MET Colors
Divinty	Music Skins
Design Design	Nicole Brayden Gifts
Enchante	Northcott Fabric
Evergreen	Rosentiel's Art
Galaway	Susan G Koman
Global Amici	Prima Designs
Homefires Rug	Unique
Henry Glass Fabrics	Minutes Matter & Studio
Keller Charles	Helser Brothers, Inc.



Jackie Knows Licensing

Jackie is not the typical designer licensor. She has taken the time and done the hard work to learn the industry and the processes required to create successful partnerships and develop product that sells. Building on that knowledge and the skills she has perfected, she has built a network of diverse licenses across multiple categories including:

Home Décor Fabric	Party	Wall Art
Quilt Fabric	Gift	Holiday
Tabletop	Garden	Rugs
Housewares	Stationary	Soft Furnishings



PIER I - CERTIFIED INTERNATIONAL



Classic and Modern
MEET AT THE TIP OF THE BRUSH

Jackie's Design Process

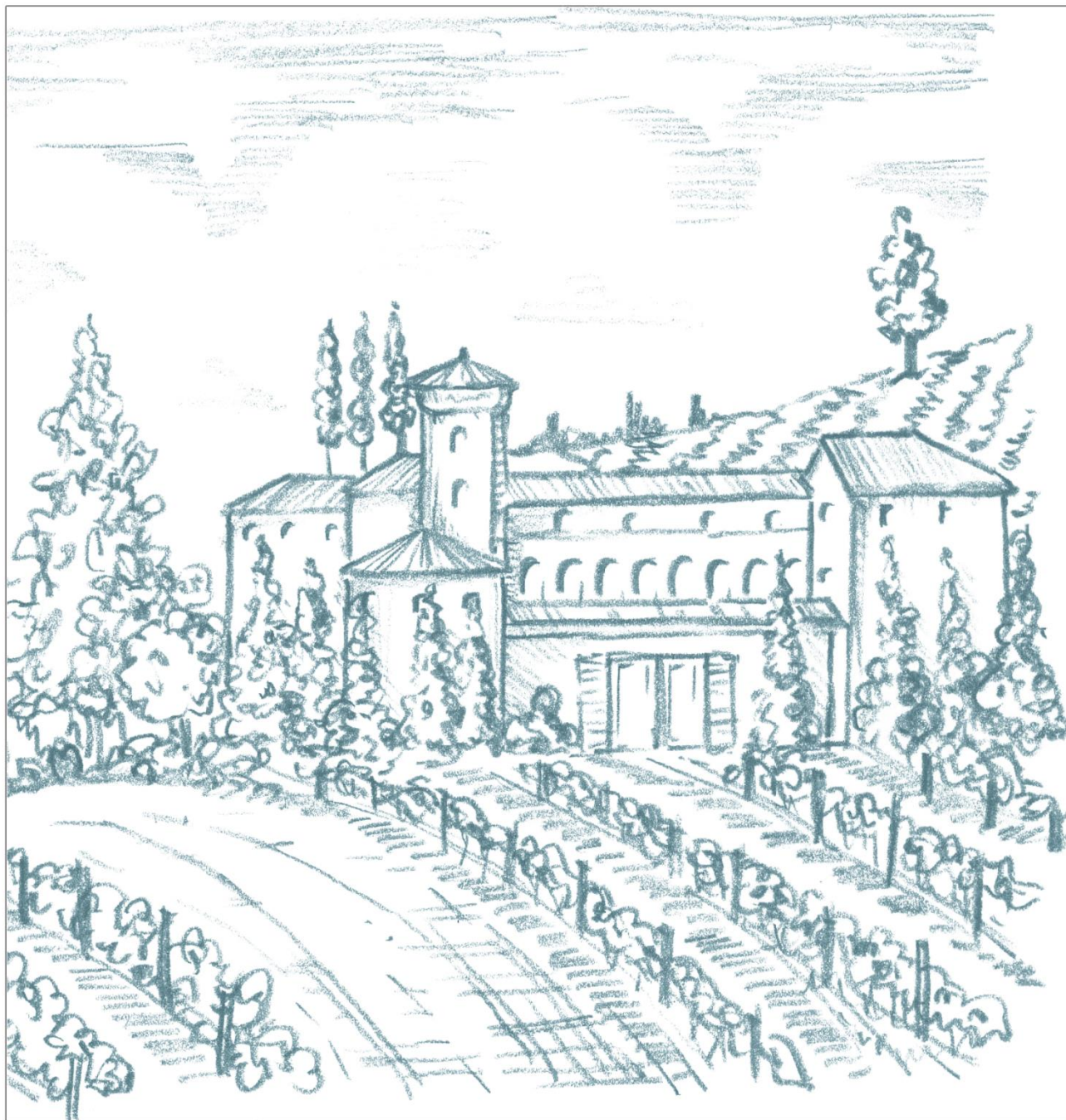
THE INSPIRATION

All of Jackie's product design and surface and pattern artwork begin as a rough sketch created by her own hand. She is a dedicated proponent of hand-rendered art and design, and believes that the art and product produced from hand-rendered work possesses a character and flavor that graphic and computer-generated work does not. Working with pencil, pen and ink, water color, and gouache she produces detailed artwork, that she then manipulates in









Hand Rendered

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Fine Tuned in Photoshop

After creating the initial concept sketches for a design, Jackie paints each individual element separately to ensure that she has the maximum amount of flexibility in composing alternative layouts and applications. Each element is scanned into her computer and manipulated in layers in Photoshop to create harmonious compositions, patterns, borders, and more.

Jackie is also adept at manipulating color, contrast, and texture in her work. The benefit to the manufacturer of having a designer who capable of fine-tuning her own work digitally is considerable. It allows her to communicate visually with their design team and provide a quick response to changes during the design process.

With Jackie on your team you can look forward to stress-free collaboration from start to finish.





DESIGNED WITH A PURPOSE

Good design can languish if it is not done with a specific purpose in mind. Jackie creates mindful, multi-dimensional, collections that are easily modified for application to a number of products. Her work blends seamlessly from tabletop, to fabric, to gifts, and more.

As she has shown with the amazing scope of design she displays in her book, Jackie has a unique talent for taking a key design element or pattern and creating multiple alterations and uses from it. Her 20 years of expertise providing high-end, turnkey interior design services also give her an advantage when designing cross-category, lifestyle collections for her partners.

*from
Inspiration*



*to
Realization*



Bright, Beautiful Product that Sells

Jackie loves designing products, beautifully drawn patterns, and vivid color palettes produced in coordinated collections that tell a compelling story. She understands merchandising and the importance of color, and delivers vibrant, appealing designs that work together. Her recognizable style allows her designs to blend together seamlessly across categories.



Jackie's SIGNATURE STYLE

Jackie stands apart from ordinary designers with her unique and instantly recognizable style. Rooted in traditional and finely detailed historic motifs, her designs are given new life with her casual hand and clear, highly pigment palette to create “modern classics” for today’s lifestyle.

In an age when designers working for manufacturers merely “curate” collections culled from work done by others and then stamp their names on them, Jackie stands apart. She has cultivated a look that brings a singular authenticity to all of her projects.



Relaxed Refinement

With a love of historical design and architecture, and inspired by her many trips abroad, Jackie infuses classical design elements, lush florals, and clear, highly pigmented color into her painterly designs. Their hand-rendered texture and casual flow create a look that is at once sophisticated and comfortable. Richly detailed, soulful and full of flavor, Jackie's designs have what it takes to become new classics.



RELAXED REFINEMENT



RELAXED REFINEMENT



RELAXED REFINEMENT



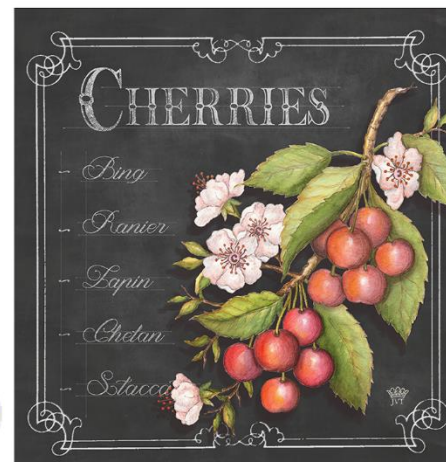
RELAXED REFINEMENT







RELAXED REFINEMENT



Romantic Whimsy

The light and airy nature of Jackie's designs create a mood of whimsical romance. Pastel tones and greyed hues meld together in an ephemeral mix that is comfortable and unpretentious.

Ages- old motifs like Chinnoiserie, damasks, and chintzy florals are given a new lease on life when touched by her hand. She embraces the romantic spirit and presents it with a casual elegance that makes her clients smile.





ROMANTIC WHIMSY









ROMANTIC WHIMSY

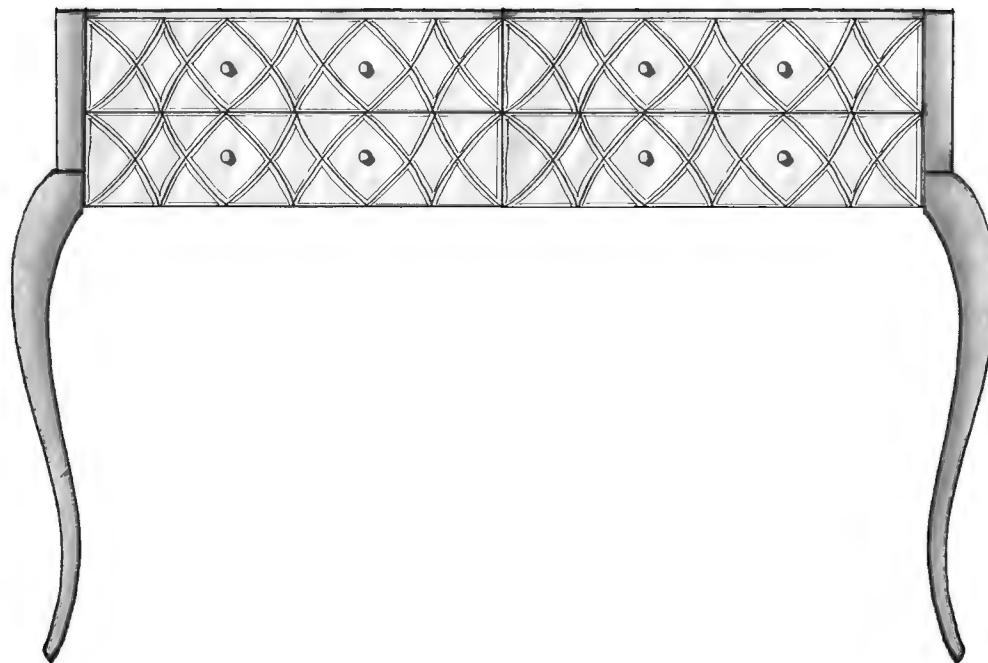




ROMANTIC WHIMSY



Lighting Design







A Letter from Jackie








While spending many successful and fulfilling years as an interior designer I knew that I was still looking for my true passion and after signing my first licensing deal a few years ago I realized that product design was my calling. I took a leap of faith and made the decision to focus all of my energy in creating a lifestyle brand that would allow me to create beautiful, sellable products for my partners. I have not had a single moment of regret and I know that this is where I am supposed to be. I love everything about the process, the people, and of course, the end result, fabulous product.

I have had the opportunity to design products in categories that I never thought I would be working in and it has been an opportunity for me to use all of my talents and bag of tricks without the boundaries and restrictions of residential design. Having a prolific design mind had been tough for me when designing interiors because so many of my ideas went unfulfilled. The world of product design has afforded me the luxury of really letting my creativity flow unchecked and the result has been truly exciting.

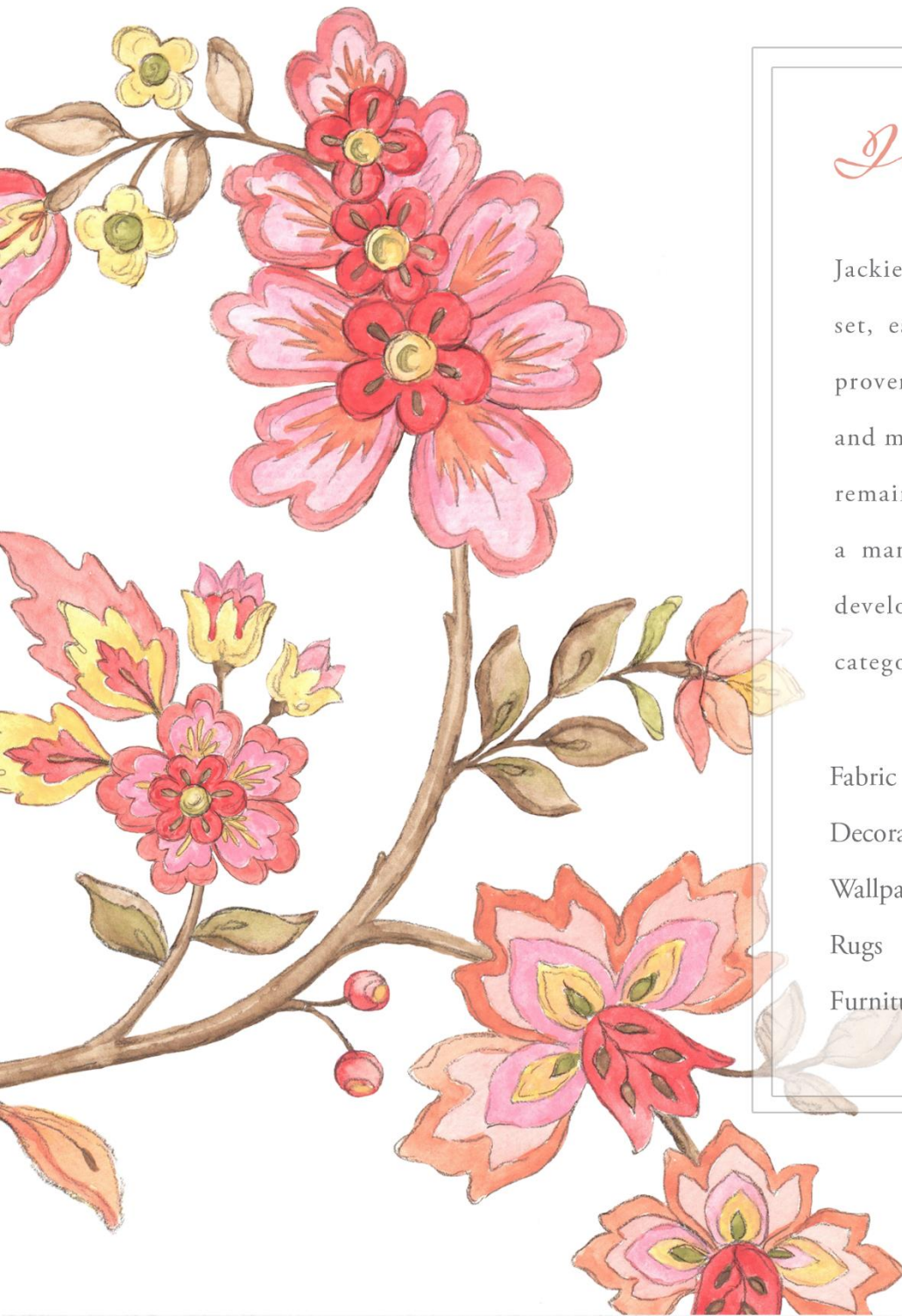
I look forward to creating many new JVT collections and products that will bring a bit of beauty to consumers lives and put a smile in their hearts.

Jackie

Brand Values

-  Give back through education and shared knowledge.
-  Work harder, work smarter, work longer.
-  Be flexible and quick to respond to change and trend.
-  Be unique and true to your own style and inspiration.
-  Loyalty and dedication in all endeavors.
-  Be kind, giving, forthright, and honest.
-  Always deliver more than you are asked for.





Ideal Partners

Jackie is a rare find for her manufacturing partners with an unparalleled skill set, established following, ready-made publicity and marketing network, proven track record, and tireless work ethic. She thrives on collaboration and meeting the needs of her manufacturing partners while at the same time remaining true to her vision and signature style. The ideal partner would be a manufacturer who can embrace Jackie's creative vision and ability to develop coordinated product offerings with the goal of producing multiple category lifestyle collections.

Fabric

Decorative Trim

Wallpaper

Rugs

Furniture

Bedding

Soft Furnishings

Upholstery

Drapery Hardware

Window Coverings

Tabletop

Decor Accessories

Gift

Holiday

Garden



JACKIE VON TOBEL

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