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LOOKBOOK

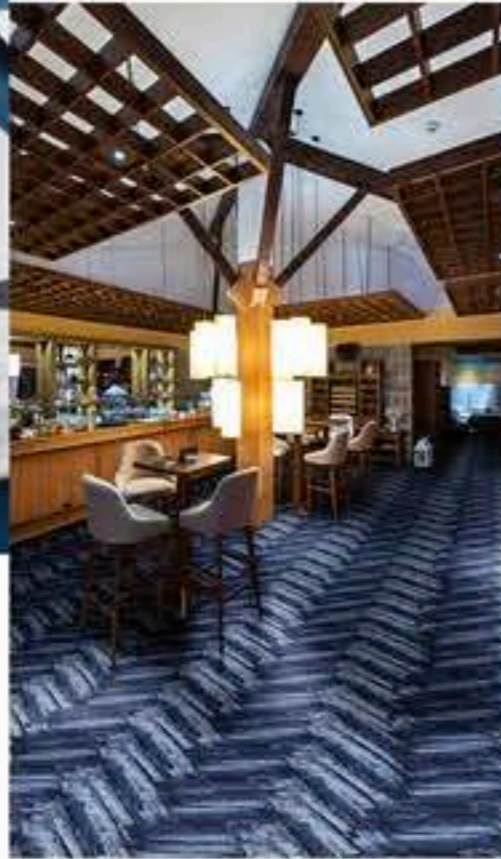




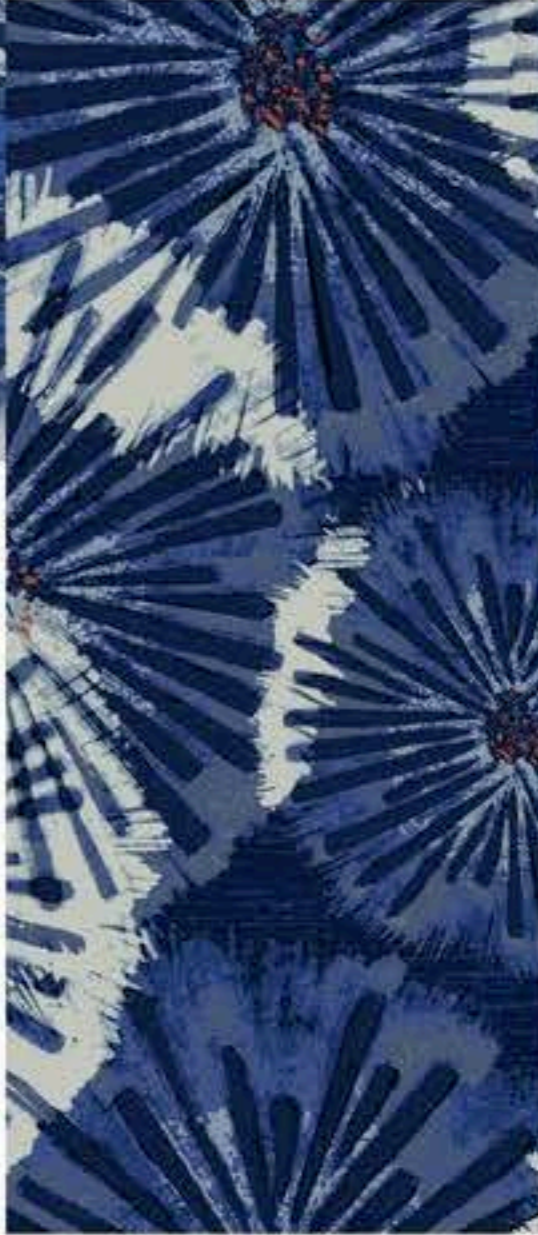
product+ Inspiration



CLOCKWISE FROM LEFT Garcia describes Pacific Rim as having a "beautiful simplicity to it. It is so zen, with a quiet approach. There is a really peaceful, almost meditative, way the patterns lay out." The blues in the collection deliver serenity, meant to evoke the feeling of the Pacific Ocean, returning to a very calm state. Hues include traditional washed-denim blues, indigo dyes, and a persimmon accent color. Garcia's goal with hospitality designs is to add value to hotels, ultimately impacting guests' experiences in a positive way. "It's very different than art on the wall," she explained. "These designs are part of a larger schematic."



CLOCKWISE FROM FAR LEFT With Pacific Rim, Garcia is illustrating a return to the roots of handmade textiles with visuals and patterns that reflect "unplugging" from daily life. "With the way people are traveling we are seeing a desire to have more of an experience and that is impacting our industry as a whole," Garcia said. "It is the idea of getting back to handcrafting and handmade artisanship, this is the overarching concept we are applying to a lot of collections."



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# Unplugging Through Modern Design

Stacy Garcia channels traditional textile techniques in Durkan's new Pacific Rim collection.

As a renowned designer and trend forecaster in the design community, Stacy Garcia often finds inspiration during her time spent on the road. "Inspiration for me absolutely comes from my travels, especially boutique hotels," she said. "I will often make visits to different locales just to experience how design is impacting various places. I also find inspiration in patterns and colors from different cultures."

In Garcia's recent collaboration with Durkan Hospitality, she was particularly inspired by Asian cultures for the new Pacific Rim carpet collection, which was also very much influenced by a return to traditional textile making. "As the name implies, you see patterning, color, and techniques that come from a certain area of the world," Garcia noted. "With traditional textile making, there is a real hands-on approach; Pacific Rim honors these traditional techniques with a return to the

craftsmanship and history of textile making from this part of the world. There is an overarching desire for people today to unplug from technology and surround themselves with authentic items."

With that, the design process for Pacific Rim began by hand, with Garcia's team conceptualizing the collection with handmade patterns and illustrations. By utilizing this traditional technique, a connection is made to materials and goods that aren't mass produced by machines. "These designs don't look computer generated on purpose," she explained. "I went to art school before computers, so I was doing hand-carved block printing, hand looming, and painting with watercolors. To create a collection utilizing these techniques was so much fun. I challenged the team to dig in and not use computers until we were ready to scan their designs. It had to start by hand, like the old-fashioned way of making textiles." ■