

FOR IMMEDIATE RELEASE

Trove Returns to its Roots with New Floral Wallcovering Pattern
Innovative Design Company Commemorates its First Muse with Alcyone

New York, NY – Trove, an ingenious design company known for its unique nature-inspired products, is pleased to announce the introduction of Alcyone, a new pattern that carries on the floral motifs that inspired the company's first collections and at the same time is cohesive with the illusion of movement that identifies Trove's more recent designs.

Inspired by the unique appearance of water lilies, Trove created Alcyone by mingling copious amounts of blooms together in a captivating arrangement, making it seem as though they are magnetically attracted to one another, providing a feeling of tension and motion that gives this classic pattern a personality of its own. The end result is a visual psychedelic journey to a land of fantasy and inner peace.

Dimensions

12 feet (height) x 3 feet (width)



About Trove

Founded in New York City, Trove is led by Jee Levin and Randall Buck, who are both accomplished artists and the creative force behind the brand's ingenious concepts; Trove's designs push the limits of scale and repeats with unique patterns that are 12 feet high and 3 to 6 feet across.

All of Trove's wallcoverings are printed on commercial-grade paper, using high-quality non-toxic wax-based coatings and archival inks, which have a lifespan of 140 years. Trove's expertly designed products are eco-friendly and recyclable.

Trove's first creations were inspired by New York City's 100-year-old flower market in the middle of Manhattan, and subsequent collections have expanded to include designs inspired by additional natural elements. Levin and Buck's work is a clever interpretation of the simple, yet fascinating beauty of our environment.

Trove's standard and custom designs have decorated the walls of several high-profile locations, including Nobu Restaurants' private dining rooms, Club Monaco, Fairmont Hotels, W Hotels, McCann Erickson, Suffolk University and celebrity residences. For more information on Trove and its products, please visit www.troveline.com.

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