

20 Years, 20 Designers: Customizable Patterns to Celebrate LebaTex Milestone

06/25/2019 By [Valerie Dennis Craven](#)

Any milestone is worth celebrating. For LebaTex, a **Stacy Garcia brand**, 20 years in business means tapping 20 interior designers to create 20 customizable patterns for print on fabric.

“We wanted to celebrate more than just LebaTex’s two-decade existence, but the amazing collaborative nature of the industry and people that have made 20 years possible,” explains Jake Coburn, marketing and sales manager for LebaTex. “We wanted to include the interior design community in our celebration.”



LebaTex celebrates 20 years in business by collaborating with 20 designers to create customizable patterns for print on fabric.

These collaborations are being released in four parts of five patterns per introduction. In May 2019, the first set was released, and five new patterns will be released every three months through February.

The first release includes patterns from:

- Donald Strum of Michael Graves Design
- Jeffrey Beers of Jeffrey Beers International
- Jeff Ornstein of J/Brice Design
- Lesley Hughes Wyman and Tamara Ainsworth of MatchLine Design Group
- Meri Meis of Meri Meis Associates



The patterns in the 20th anniversary collection are part of LebaTex’s manufactured-on-demand program, meaning patterns can be modified for color and/or scale and printed on any of LebaTex’s base cloths.

Designers Use Inspiration to Create Unique Patterns

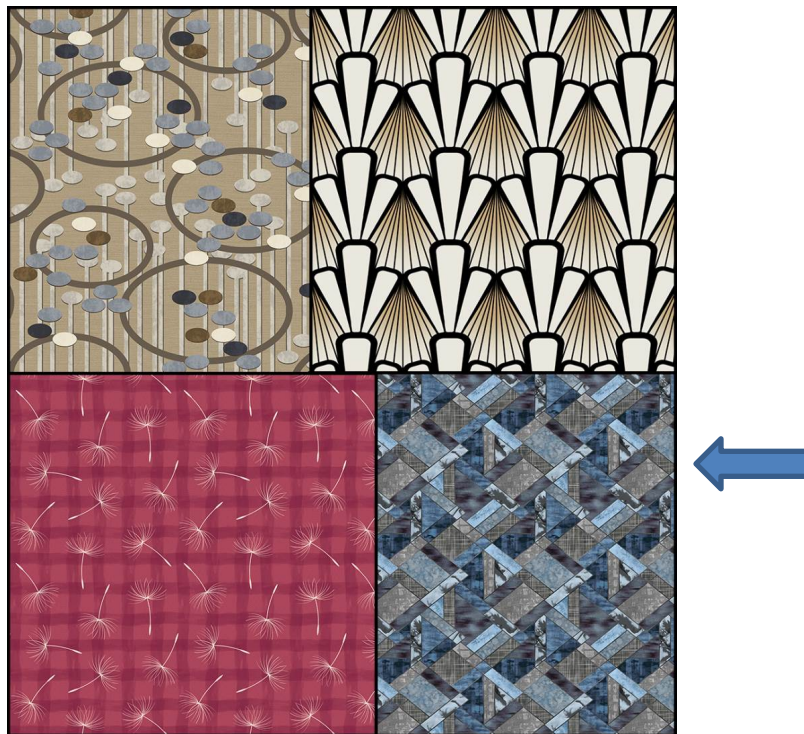
All the patterns are unique and representative of the designers. The five patterns released in May include:

Wish Ware: Strum wanted his pattern to embody positivity, optimism and hope. The Wish Ware pattern is defined by the dandelion, which symbolizes the sun (its golden head), the moon (the puffy white seed) and the stars (when they blow to the winds).

Quadrant Hill: Ornstein has always been inspired by the classic houndstooth pattern throughout his design work and was able to develop this timeless design into a modern and fun pattern with colors representative of his style.

City Escape: Beers drew inspiration from his upbringing in New York to develop a pattern reminiscent of the interaction of structures and nature.

Deco: Wyman and Ainsworth took inspiration from the classic geometries visualized throughout the Art Deco movement to create a design with a modern take on clean, symmetrical stylings.



From top left to bottom right: Abstract, Deco, Wish Ware, City Escape. Courtesy of LebaTex.

Abstract: Meis created an intricate pattern inspired from fashion-forward items, especially jewelry.

How each designer worked with [LebaTex](#) is unique, as well, Coburn explains. Some gave the company the exact pattern; others brought inspiration boards and talked LebaTex through what they think they might want their pattern to be.

“Our design team is then able to take these concepts and develop different pattern ideas, which results in a great back and forth between our team and the designer to make little changes or add [different elements](#) that ultimately become a pattern that, in the beginning, none of us could have come up with alone,” Coburn says. The collection is a representation of the collaborative nature of the industry and what can be made when creative minds get together, he says.

Quality Design Created With Collaboration

Garcia founded LebaTex in her garage in 1999 to fill a need she saw missing in the hospitality industry – providing well-designed, quality fabrics. It has since grown into an international fabric supplier providing commercial-grade upholstery and drapery fabrics, as well as custom design services.

While LebaTex has collaborated previously with artists to create patterns, it hasn't collaborated on this large of a scale. For this collection, Garcia and LebaTex picked designers they admire and with whom they have relationships.

The designs and patterns are an extension of the designers themselves, Coburn says, as the only design direction LebaTex provided was that designs must be printed on fabric and must be repeatable patterns. The result, he explains, has been a range of designs that can be used for any end use on any fabric.

“Each of the designers we have partnered with share that same genuine passion and love for their work,” Coburn notes. “The collection has been an inspiring scene of collaborative creativity with like-minded people.”

About the Author

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Editor-in-Chief



Valerie is an experienced journalist with an emphasis in the B2B market. As the director of editorial services and editor-in-chief of interiors+sources, she leads the editorial staff in producing the monthly print magazine, coordinates topics for the newsletter and online, and contributes relevant content.