

SARA BERRENSON





About Sara

I am a painter and illustrator based in Santa Monica,
California. I am inspired by color combinations, textures,
and patterns found in the natural landscape. Flowers are
a daily source of inspiration for me with their unique and
organic shapes, and endless examples of color and
variety. All of my designs are watercolored in a loose
and expressive style; imperfectly and playfully pretty.
It is this quality of the art that gives it character and
makes it unique. This is something that my brand wants
to capture and celebrate. Each design is the result of
months of playing with paint and color. It is my hope
that my collections will not only brighten someone's day,
but help them play, discover, and celebrate whatever
makes them happy.





Licensing Partnerships

NEW SEGA Home Textiles

materialised









STATIONERY & GIFTS









DESIGN HOUSE GREETINGS



Home of Regal Comfort, Wirth Bella & "THE WOODS"



husain international



DESIGNED BY US . INSPIRED BY YOU





MADE WITH LOVE



Retail Parternships

west elm





HOBBY

Walmart : minted.











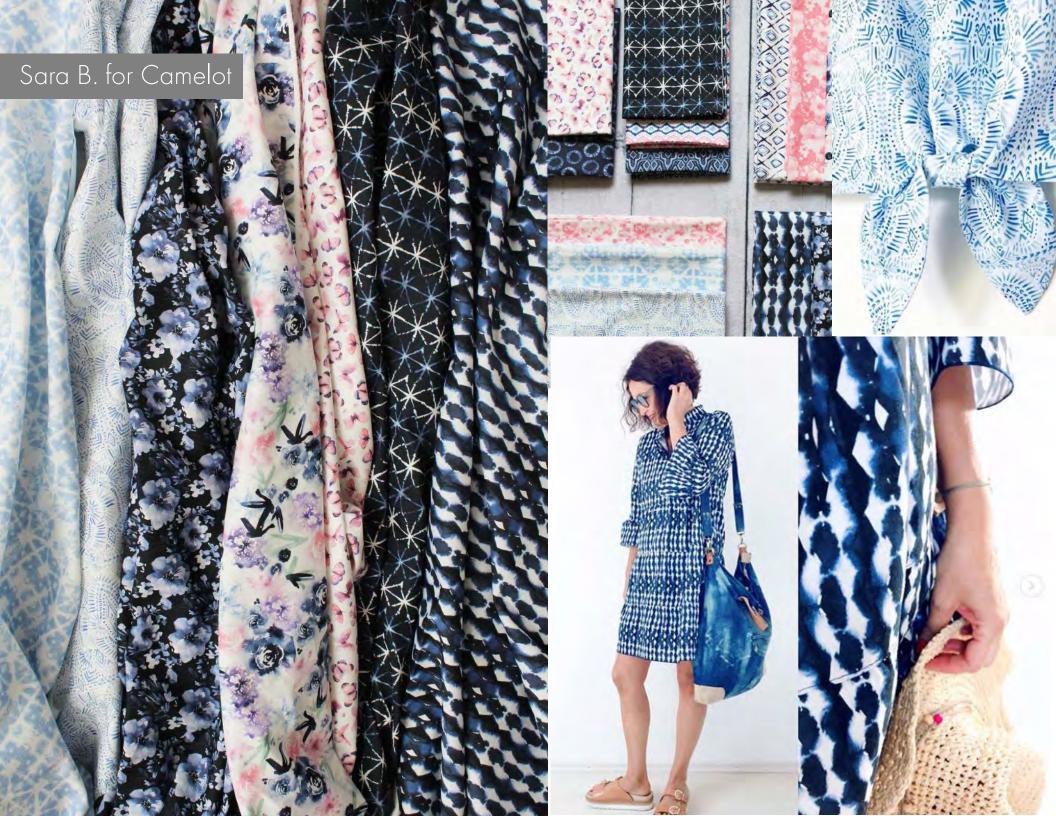


DAVID'S BRIDAL













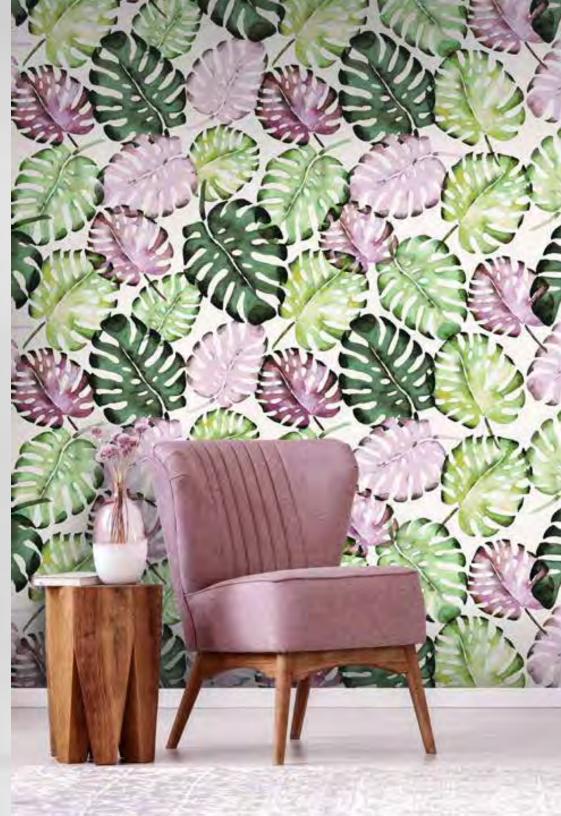






Sara B. for Materialised

























pottery barn kids







G R A P H I Q U E B O U T I Q U E

STATIONERY & GIFTS









Sara's Story

I've always been drawing, painting, or creating something since I was little. I believe that comes from my Great Grandmother for whom I am named. She was this tiny 4 ft. 9 inch sewing dynamo from Russia with a size 4 shoe, who, like myself, kept a roomful of fabric on hand. Never mind that she couldn't read a word of English, never used a pattern, and sewed every piece of clothing by hand. My Grandmother told me that she and her two sisters always had the nicest garments in school. I like to think she approves of what I'm doing. Like my great grandmother, I have a love for fabric. But after a few mildly successful sewing endeavors, it became clear that it is not the act of sewing that I love, but the act of picking out the fabrics. I am passionate about pretty prints and patterns. With this realization, I set about painting my own collections that reflect my love of nature and color. I hope my designs add a touch of happiness to your day!







Key Elements of Sara B.

- Fresh, bold approach to watercolor where everything created is authentically hand painted, and does not look computer generated
- Objects painted in a loose hand, playing with the blending and bleeding of colors
- They are not limited to a particular palette, but all designs are colorful and have pleasing color harmony used to tell a cohesive color story
- Developed as collections, not individual pieces.

 Collections include a few main prints, which are then supported by coordinates
- Unafraid to mix and match patterns, designs are colorful, bright, uplifting, cheerful, bold, vibrant, happy, chic, and feminine
- Most collections contain an element which is nature inspired, either as one of the main prints or a subtle nod to what follows elsewhere

Product Positioning

Attainable Designer

Distribution

Upscale department and specialty stores. Higher end chain stores that have been focusing on incorporating current higher end trends and aesthetics at an attainable price



My mediums of hoice are watercolor and gouache. I like to experiment with overlaying hand drawn elements as well.



an inspired by colors, patterns, and textures found in nature.



I am passionate about bold colors and unexpected compinations





For licensing & collaborations, please contact

Carol White

Jewel Branding & Licensing

Carol@jewelbranding.com