

Sara B.

SARA BERRENSON

Introduction



Welcome to Sara B.

The Sara B. brand is chic, cheerful, and colorful with a feminine flair. Through captivating hand painted collections of vibrant florals and playful prints and geometrics, Sara B. designs bring a sense of inspiration, joy and whimsy into your home and life.

The brand embraces the motto "Bloom Beautiful" to encourage you to thrive and surround yourself with beauty and happiness.

Sara B.'s catalog consists of over 100 collections and can be seen on products in home decor, gift and tableware, stationery, and apparel.

Currently, Sara B. has designs in West Elm, Pottery Barn Kids, Homegoods and various home and gift retailers.





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

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Retail Partnerships

pottery barn kids

west elm

★ macy's

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LOBBY®

Walmart 

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CLOVER


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Sara B. for West Elm
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pottery barn kids



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GRAPHIQUE BOUTIQUE
STATIONERY & GIFTS



LEAP YEAR®



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 choice are watercolor and gouache. I like to experiment with overlaying hand drawn elements as well.





I am inspired by
colors, patterns, and
textures found
in nature.



I am passionate
about bold colors
and unexpected
combinations





For licensing
& collaborations,
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