



For Immediate Release

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**CAROL POET, LEGENDARY LOS ANGELES DESIGNER, MARKS MILESTONE
BY LAUNCHING POET FURNITURE**

Los Angeles, CA – This year is a time of celebratory milestones for legendary, Los Angeles-based Interior Designer Carol Poet. This year is the launch of Poet Furniture, currently on display at the Brueton LA showroom.

30+ years is a significant accomplishment in any business, particularly so in the whirling dervish world of popular taste and interior design. So how does Poet explain her three decades of success? “Longevity counts; after seeing so many styles come and go, I know that *styles* change, but *style* doesn’t. Good design is timeless, not timely. It has been over 30 years of wonderful learning. Because what we do at Poet Design is so customized and organic to the needs of our clients, all the work we do is like a new creation. None of our projects look alike. It certainly keeps our work interesting and creative. And I believe great collaboration (with architects, clients and vendors) is the mother of great ideas. Tastes continue to change and they should. When you work in design, the exposure is so huge and one’s eye continues to develop. That allows us to constantly be innovative.”

How has Los Angeles played a role in Poet Design? The aesthetic of Los Angeles plus Poet’s prestigious and often famous Los Angeles clients have played a major role in developing her own style and designs. She states, “In Los Angeles, the environment, including the weather, has a big impact on the designs we do; so does the city’s architecture. There is a way of life here that is inexorably indoor/outdoor.” In discussing her varied Los Angeles clients, Poet added, “Many creative types live in L.A., including people in the entertainment business. That spawns imaginative projects that have helped define our business and allowed us to stretch our wings.”

Why Poet Furniture? Poet was motivated initially to create furniture designs not found in the market. She has been designing and creating fine custom furniture for over three decades. After years of producing these exquisite pieces, her staff kept saying, ‘You have drawers full of custom furniture designs. Why don’t you make them available to other designers?’ Now they will be, with the launch of Poet Furniture.

What defines Poet Furniture? Poet Furniture is defined by “clean lines, unique details, fine woods and versatile pieces that can be used in a wide range of project styles. Our designs are inspired by the elegance of the past while having the unorthodoxy of today. Most of all, I want them to be known for quality. I also hope that the furniture is a noble reflection of my work for the past 30 years.”

What is the future of both Poet Design and Poet Furniture? “It is an exciting time for us. I am absolutely thrilled about where all this is headed. Because we design in so many styles, there are many other pieces that are completely different that could be produced in another collection. I am always designing in my head; there is a universe of ideas and products that I want to create. Who knows where it will lead?”