

VINTAGE THROW

CASE STUDY



INDUSTRY: Spa and leisure

END USER: Spa guests

OBJECTIVE: The client wanted a luxurious throw to accent their spa — something of high quality that would fit in with their deluxe environment.

ITEMS: Vintage Throw: A sophisticated faux-leather throw, ideal for creating a look that exudes rustic luxury. The appearance and texture of an animal skin is accomplished by printing on the faux leather, while the other side of the blanket is lined with soft faux fur.

RESULT: This wonderful vintage throw is used by Tigh-Na-Mara to accent their driftwood chairs used by guests. These luxurious throws are also sold in the spa's gift shop and are used in their spa massage area — a program that has been running for several years.

RESPONSE: The client was extremely pleased with this wonderful high-end product. Something luxurious but surprisingly easy to care for, as this product is machine washable.