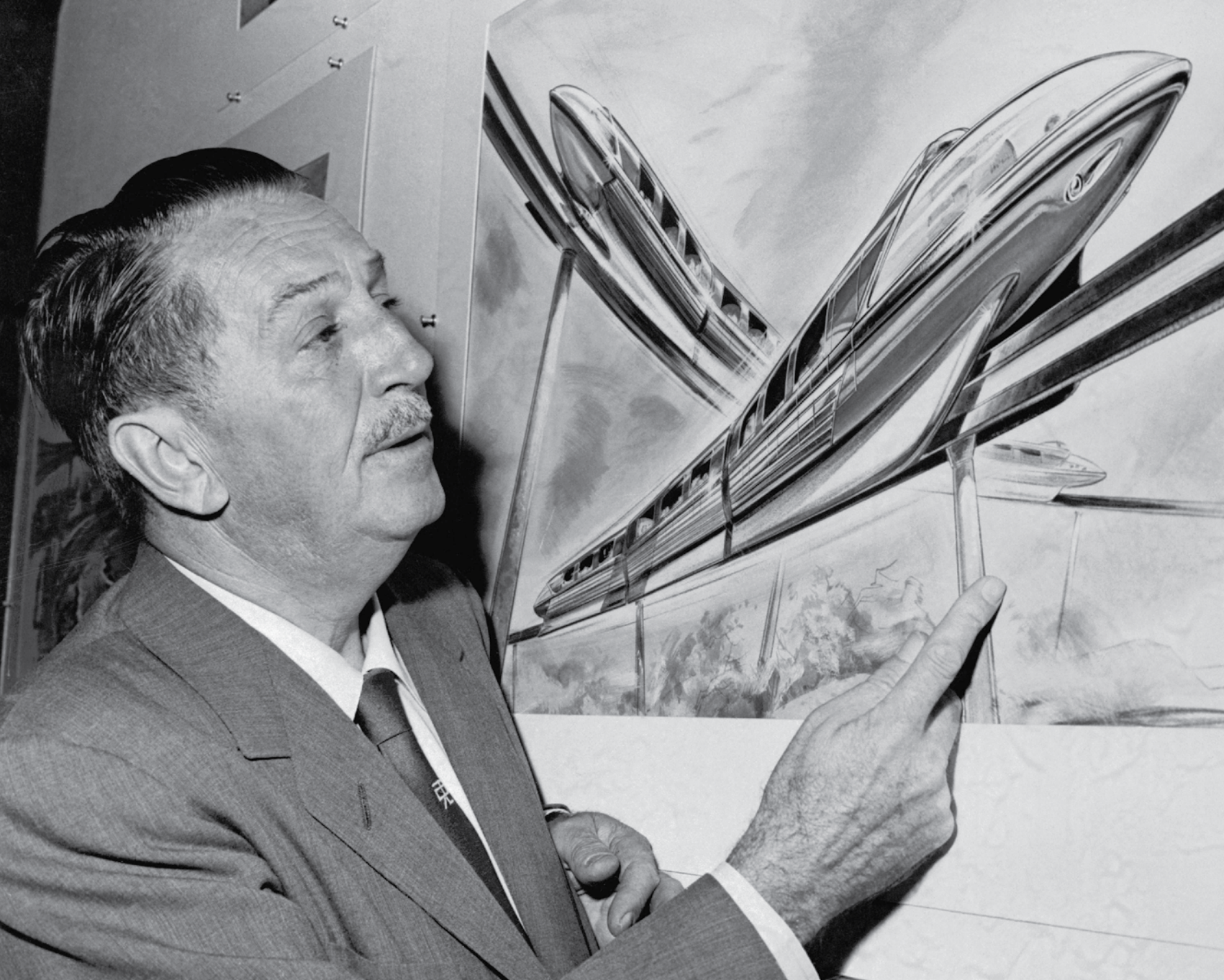


WALT DISNEY  
SIGNATURE

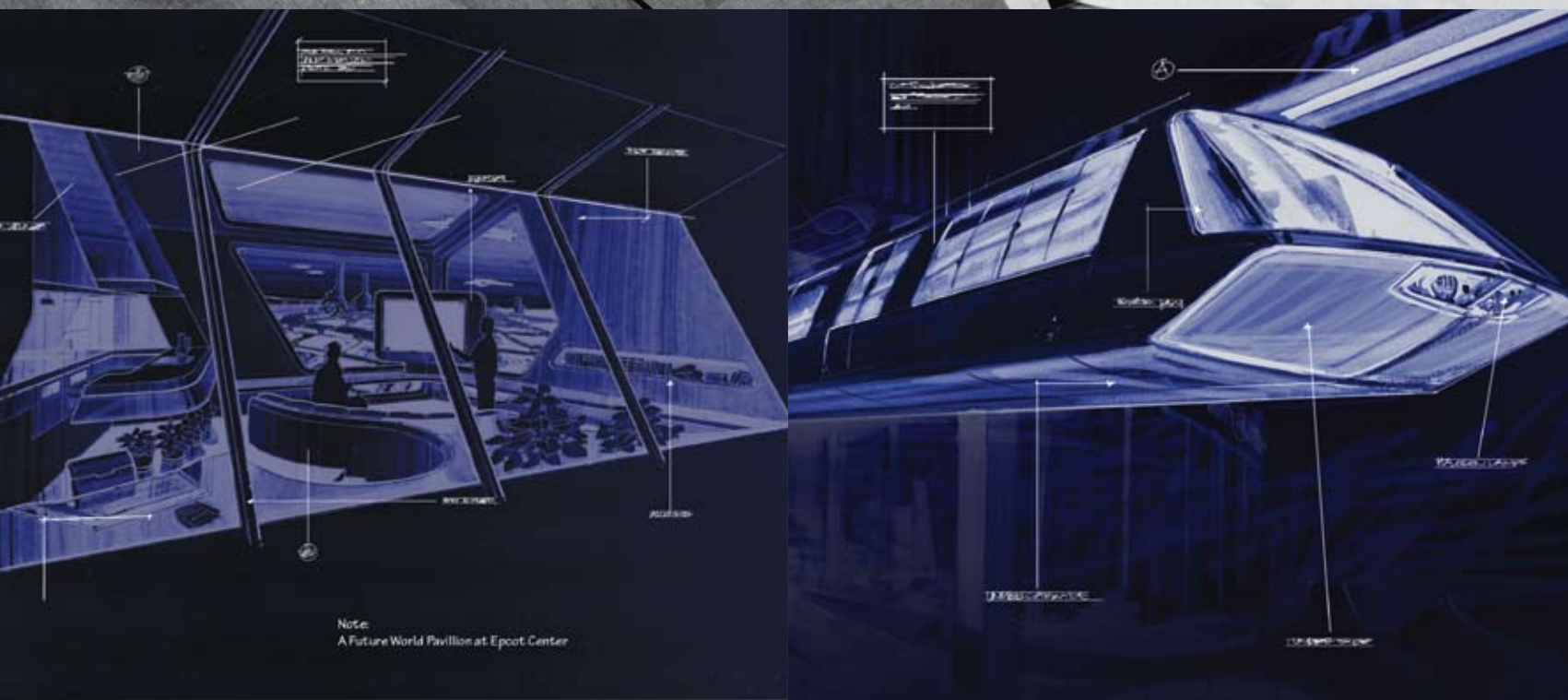
Inspired  
by a design  
visionary



Walt Disney was always looking for the next big idea. He traveled the world in search of inspiration – observing, sketching and adding to his collective sense of style.

His designs for lifestyles of the future and his use of the latest innovations kept him at the forefront of technology.

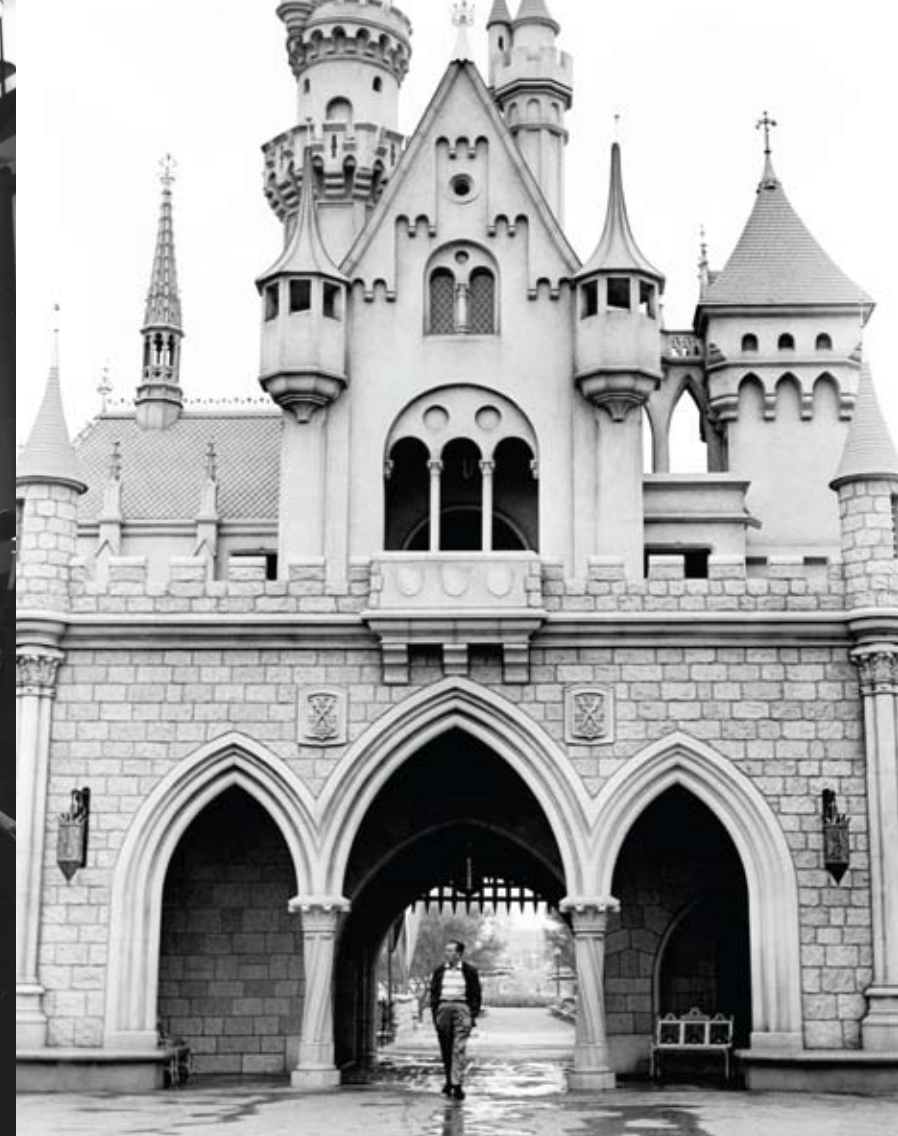
Throughout his lifetime, and even today, he is regarded as one of the greatest visionaries of all time.



## DID YOU KNOW...

Product design was a true passion for Walt. He was always coming up with new ideas. Consequently he held several patents for products he designed. Today, the Walt Disney Company continues the tradition with its own patents in a myriad of categories.

Creativity was such a large part of Walt's life that he established CalArts, a new university that allows designers, artists, musicians and writers to perfect their craft.





Walt Disney created many diverse worlds, each requiring its own unique architecture, interior design and landscaping. This passion for structural design extended into his own home and work space.

Walt was a great admirer of design leaders Frank Lloyd Wright and KEM Webber, whom he commissioned to design the Walt Disney Studios in Burbank, California.

Walt Disney Signature is a design label for a lifestyle brand that honors Walt's vision and, above all else, his sense of style.

## IT'S ALL ABOUT DESIGN

Walt Disney Signature rediscovers Walt's passion for color, form, design and function. This has allowed us to create a complete lifestyle brand that offers our consumers best in class product and storytelling like no other.





# A genius comes home

As one of the world's greatest storytellers, innovators, collaborators and entrepreneurs, Walt Disney is — without a doubt — the most powerful source of inspiration for a product line in history.



Walt created brilliant and amazing things. Everything he did had to stand up to five guiding principles.

With Walt Disney Signature we are following his lead and using the same values to create products so unique that they encourage creativity and add joy to the life people are creating in their own homes.



Tell a story

Imagine

Add some whimsy

Collaborate

Inspire someone



# Tell a story

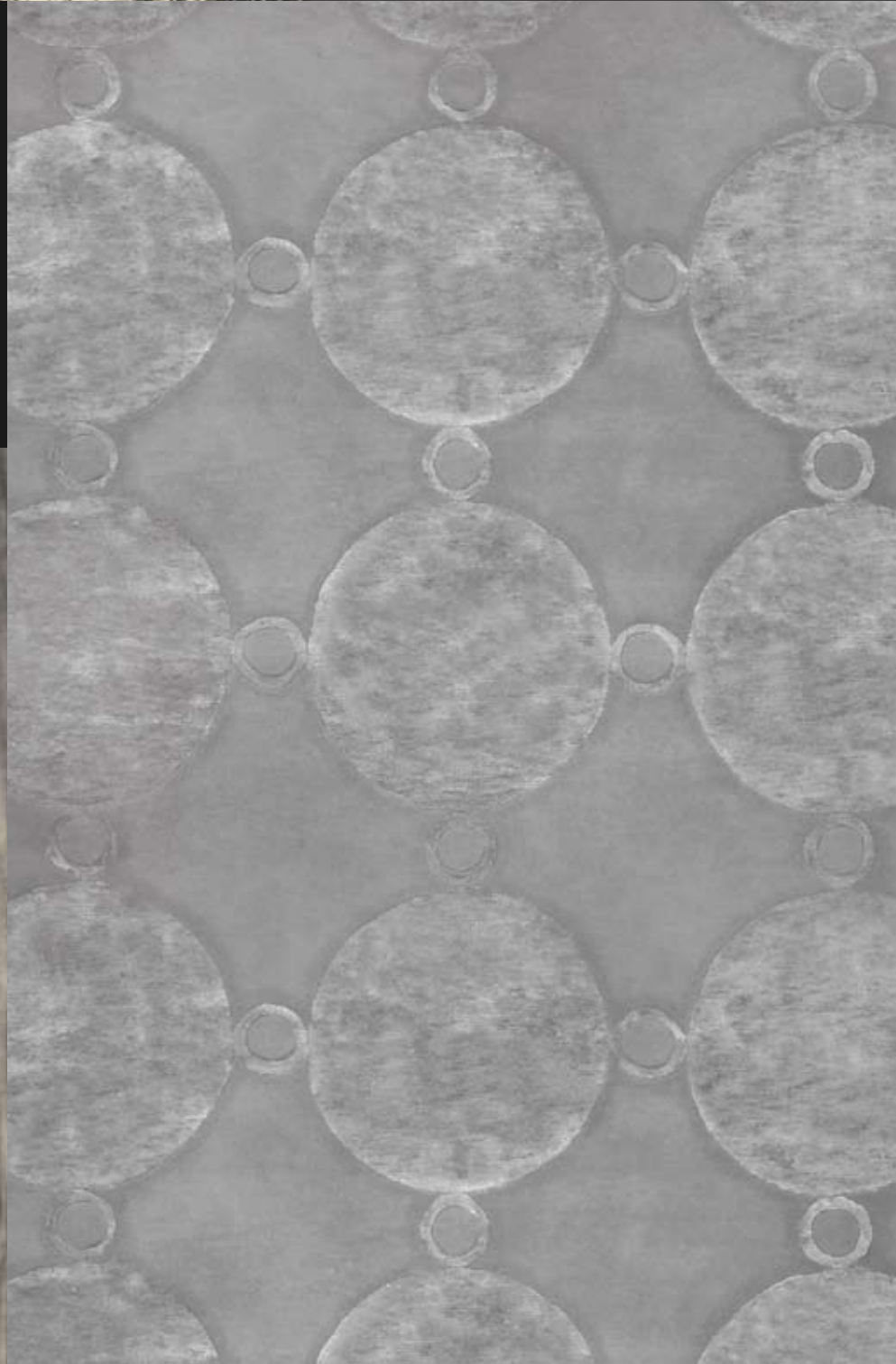
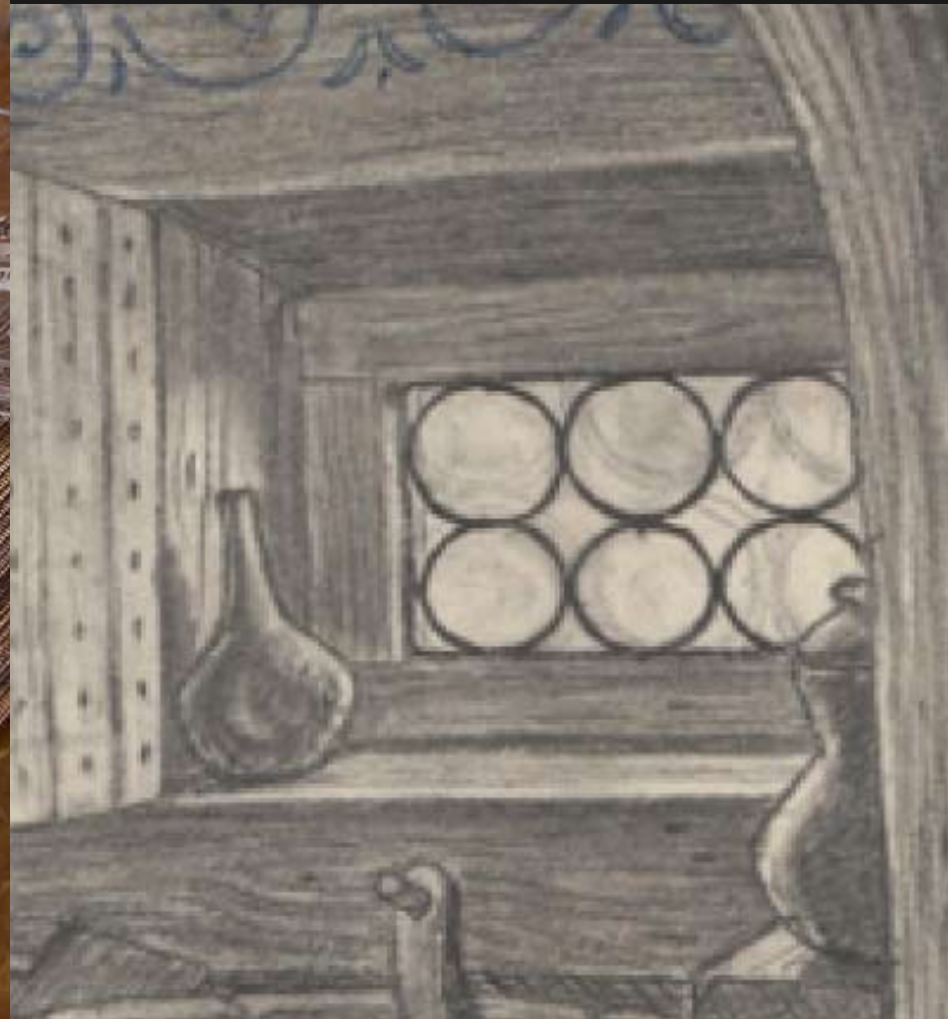
The greatest difference between Walt Disney and his competitors is that Walt believed every object possessed a little unseen magic.

He also taught us that people love a good story. Therefore, inspiration from Walt's life will offer a unique point of view in terms of materials, fabrication, color story and design details.

So, in other words, backstory will be our story.



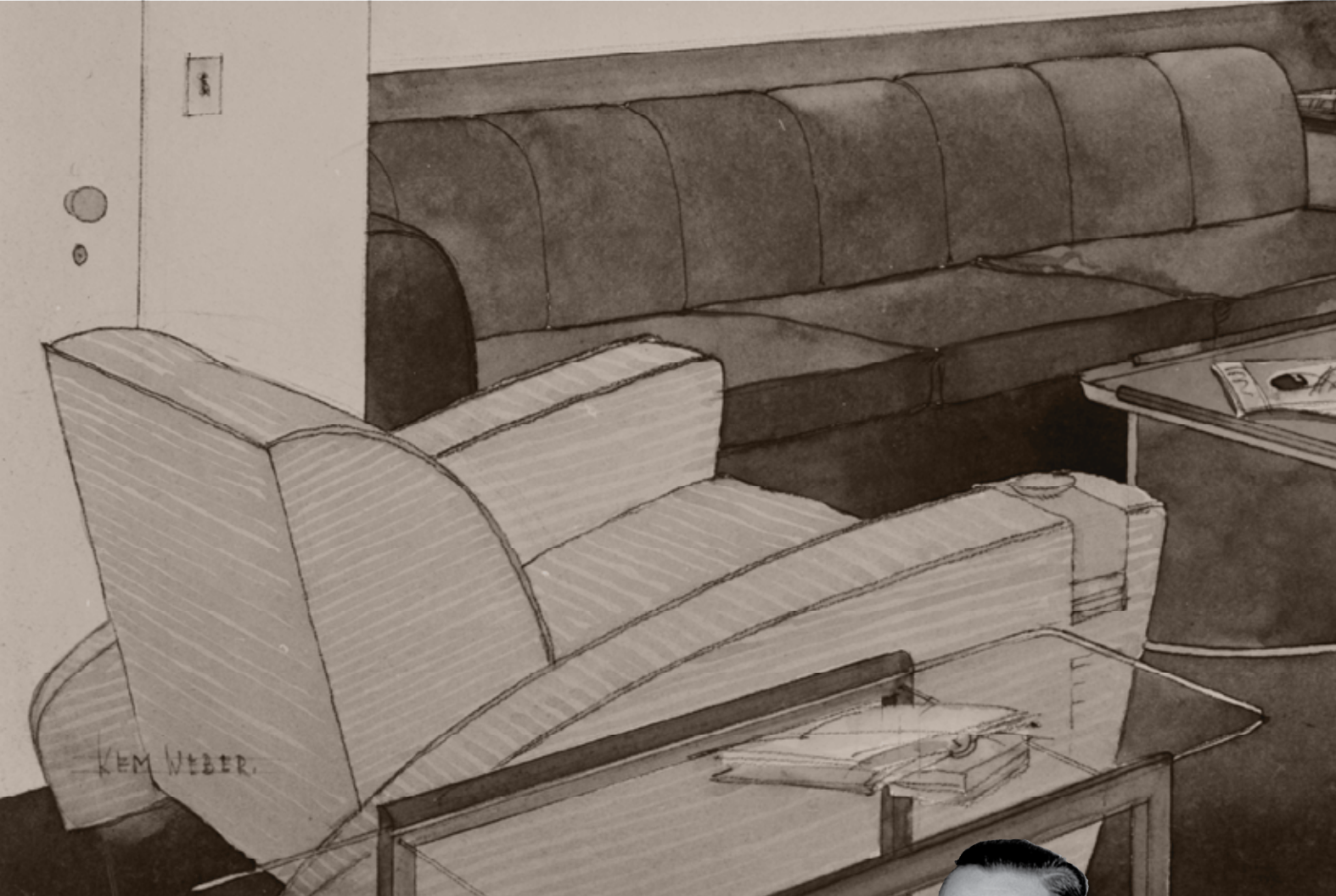
The tabletop ware draws inspiration from this magnificent pine tree pencil rendering for *Sleeping Beauty*.





In 1939, Walt Disney made history in the entertainment and design worlds by constructing an efficiently organized, post moderne state-of-the-art studio. The result was a beautiful campus-like environment for artists and others to enjoy and be inspired by while behind the desk or out on the lawn.

It is this perfect marriage of art, form and function that has served as the model for the Walt Disney Signature brand and designs of our products.



One of Walt's favorite chairs was situated near a bank of windows which provided a sweeping view of the studio. Often he would sit in that chair and stare out, collecting his thoughts. We can only guess what ideas came to Walt in those magical moments.

The stories and history surrounding the original furnishings from Walt's office serve as inspiration for the Walt Disney Signature Studio collection.



# Imagine



Our vision is to approach every project as an opportunity to create something so unique in its design and functionality that it actually has an impact on a person's life.

Walt Disney Signature products will surprise, amaze and impress. And the exciting news is that this kind of creativity can be applied to all categories: Living, Dining, Dreaming.

A close-up photograph of a brown leather sofa with a tufted design. The leather is rich and glossy, with visible stitching and tufting. The word "Living" is overlaid in a white, elegant serif font.

# Living

textiles

décor

home theatre

lighting

bathroom suite

hardware

living room



# Dining

outdoor dining

tabletop

linens

everyday

dining room

entertaining





# Dreaming

bedroom textiles  
outdoor lounging  
home office  
bath textiles  
bedroom



# Add some whimsy

The goal is to be grown-up but not boring. It's all about hitting that perfect combination of beautiful design, exceptional quality and most important, a touch of the unexpected.



# Collaboration

Collaboration can be a beautiful thing, literally. By partening with other innovative thinkers such as product developers, marketers and designers, a new reality can be created.

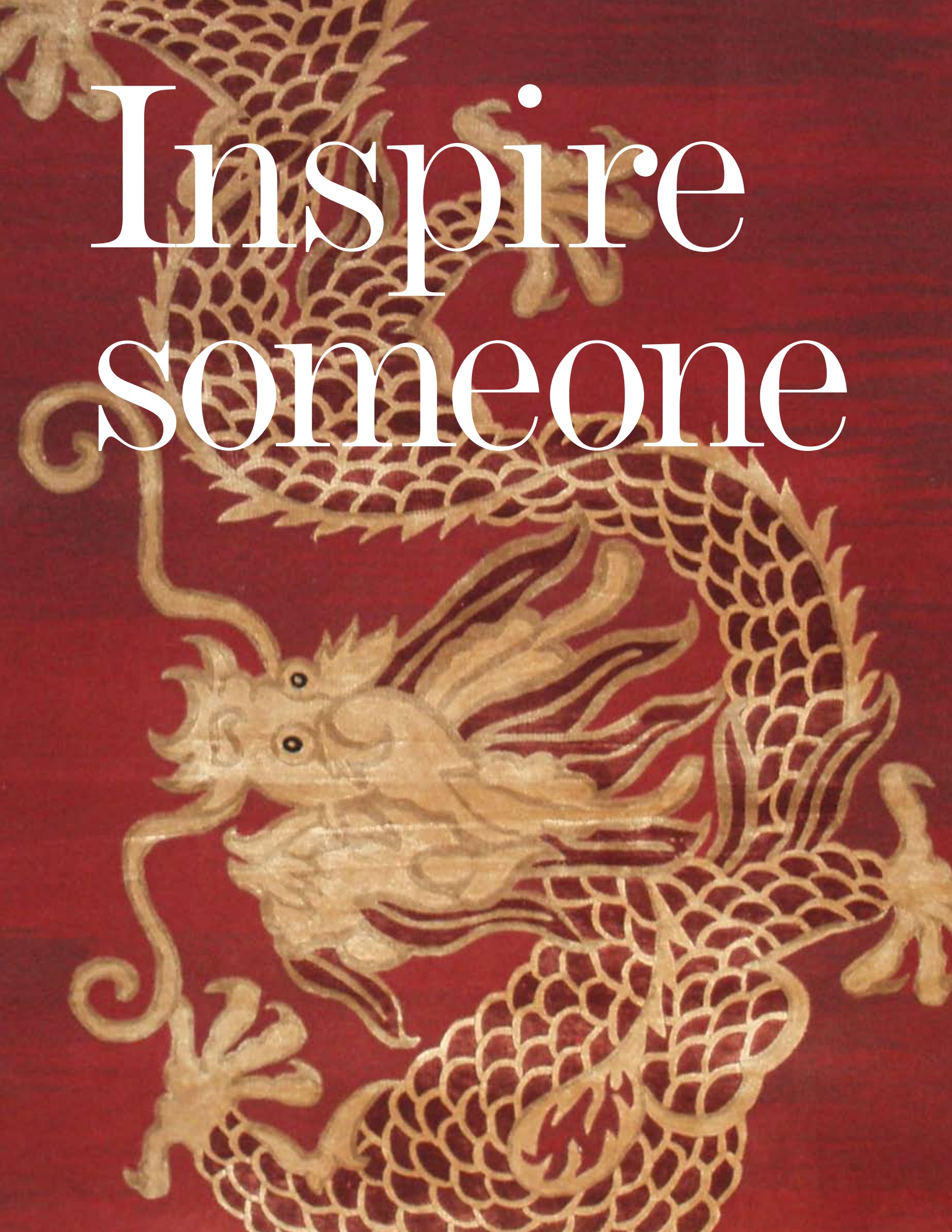
Again, we take our cue from Walt. He would invite the innovators of his time — Salvador Dali, Charlie Chaplin and Ray Bradbury — to work with him. As Walt explained, *“Your a genius. I’m a genius. So imagine what we can do together.”*



The Dining by Design event benefiting DIFFA provided a wonderful collaborative opportunity with ELLE decor and Drexel Heritage. Working together helped to elevate our brand image and position us within a high-end communications vehicle.

In addition, our Fantasia-inspired wall covering — which elicited a tremendous response — was the result of a remarkable partnership with award-winning wall covering leader Maya Romanoff.

Additionally, we created “an environment that reaches beyond the imagination” by working with the artisans at Ironies on a light fixture that truly added brilliance to the setting.



# Inspire someone

In advertising, storytelling will help establish a link between Walt Disney's achievements and the consumer's creative potential.

With Walt as inspiration, we want the viewer to live in Walt's shoes and feel what it is like to accomplish great things. We then put forth a creative call-to-action and invite them to act upon their own hopes and dreams by asking, "What kind of world do you want to create?"

The first man who sat in this chair won 32 Academy Awards.®



ing the Studio Swivel Desk Chair. Part of the Studio Collection inspired by Walt Disney's life at work.

Available exclusively through Drexel Heritage. What kind of world do you want to create?



A bedroom scene featuring a bed with a tufted beige headboard and dark wood frame. The bed is dressed in white linens and a patterned pillow. To the left, a white candle holder with three lit candles sits on a small round table. A window in the background shows a decorative iron fence and greenery. The text "Live happily ever after." is overlaid in a white serif font.

Live  
happily  
ever  
after.

Our dream come true would be a Walt Disney Signature stand-alone store featuring unique products across all categories.

Like Walt's Magic Kingdom, this environment would offer guests a new and different high-end retail experience.

New and different... Walt would've liked that.







What kind of world do you want to create?