



## MEDIA KIT

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#### 1. COVER PAGE

Avenue Stitch

Luxury Decorative Pillows & Home Accents

Palm Springs, California

Crafted textiles. Intentional luxury. Designed to endure.

#### 2. BRAND SNAPSHOT

- Brand Name: Avenue Stitch
- Founded: 2025
- Headquarters: Palm Springs, California
- Category: Luxury Home Accents
- Primary Products: Decorative pillows, bespoke textile accents
- Audience: Design-conscious consumers & interior designers
- Positioning: High-end, craftsmanship-driven luxury
- Website: [AvenueStitch.com](https://AvenueStitch.com)
- Press Contact: [press@avenuestitch.com](mailto:press@avenuestitch.com)

#### 3. BRAND STORY

Avenue Stitch was created to reintroduce discipline, craftsmanship, and restraint into the decorative home category. In a market saturated with fast décor and disposable design, Avenue Stitch focuses on fewer pieces—executed exceptionally well.

Every product begins with material integrity, deliberate construction, and an insistence on timeless form over trend. Designed in Palm Springs and produced with uncompromising standards, Avenue Stitch bridges modern luxury with enduring craftsmanship.

#### 4. FOUNDERS PROFILE

Founder: Chad Beecher & Michael Munoz



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A design-driven entrepreneur with deep experience in luxury retail and manufacturing, Chad Beecher and Michael Munoz founded Avenue Stitch to build a brand where quality is measurable, not implied. Their philosophy centers on intentional design, disciplined production, and long-term brand equity.

Founder Quote:

“Luxury isn’t about excess—it’s about intention. Every stitch should have a reason. To be able to inspire!”

### 5. PRODUCT OVERVIEW

Avenue Stitch specializes in luxury decorative pillows and textile accents produced in limited runs and bespoke configurations.

Product Categories: - Decorative Pillows - Designer Textile Accents - Custom & Trade Projects

Key Differentiators: - Premium, globally sourced fabrics - Made-to-order production - Multiple size and insert options - Consumer and trade-focused offerings

### 6. SIGNATURE COLLECTIONS

The Core Collection

Timeless silhouettes crafted from elevated materials designed for longevity.

The Signature Series

Limited-run designs featuring statement textiles and advanced construction.

Custom & Trade Editions

Tailored solutions developed exclusively for interior designers and commercial projects.

### 7. MATERIALS & CRAFTSMANSHIP

Avenue Stitch prioritizes material integrity and construction excellence.

- Luxury textiles including bouclé, chenille, alpaca blends, and specialty brocades
- Precision patterning and reinforced seams
- Premium insert options (down-feather blends and alternative fills)
- Hand-finished detailing

Every piece is produced to maintain form, structure, and tactile quality over time.

### 8. PHILANTHROPY & PURPOSE

Beyond the Fabric™

Avenue Stitch integrates purpose into its business model through philanthropic initiatives supporting health-focused causes including Alzheimer’s research and cancer support organizations.

A portion of proceeds from designated collections directly funds partner organizations, reinforcing the belief that luxury can—and should—create meaningful impact.



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### 9. PRESS & SOCIAL PROOF

Press features, awards, and collaborations will be listed here as they are earned. Designer testimonials and project placements available upon request.

### 10. IMAGE LIBRARY

High-resolution assets available upon request, including: - Product white-background imagery - Styled lifestyle photography - Detail and material close-ups - Founder portraits - Manufacturing and behind-the-scenes visuals  
Usage rights and credits provided with all assets.

### 11. BRAND GUIDELINES (ABRIDGED)

- Logos must appear unaltered and properly spaced
- Approved brand colors and typography only
- No distortion, recoloring, or overlaying on complex backgrounds

Full brand standards available upon request.

### 12. CONTACT INFORMATION

Press & Media Inquiries

[press@avenuestitch.com](mailto:press@avenuestitch.com)

[AvenueStitch.com](http://AvenueStitch.com)

[Instagram](#) | [Pinterest](#) | [LinkedIn](#)

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