

## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

Avenue Stitch Announces Official Launch of Luxury Home Accents Brand and Online Consumer Platform

Palm Springs, California — January 20, 2026 — Avenue Stitch, a new custom luxury home accents brand redefining craftsmanship, artistry, and material excellence, today announced the official launch of its online consumer platform on February 1, 2026. The debut collection features more than 150 luxury products, spanning custom decorative pillows and refined home accents, all meticulously constructed with an uncompromising commitment to quality and design.

Founded on the belief that home accents should be as expressive and intentional as fine art, Avenue Stitch sources the world's most exceptional materials—from silk and brocade jacquards to sumptuous knits crafted from cashmere and alpaca wool to the finest designer fabrics including Valentino, Etro and Armani luxury fabrics. Each piece is sewn by our master sewists who have dressed celebrities on the red carpet to refined homes around the world. Designed to elevate interiors through tactile beauty, artistic expression, and enduring craftsmanship.

Beyond its direct-to-consumer offerings, Avenue Stitch supports the interior design trade through a dedicated trade program tailored for designers requiring bespoke solutions and COM (Customer's Own Material) fabrication. Avenue Stitch's master sewists—recognized globally for their extraordinary technical skill—bring decades of experience from the entertainment and couture worlds, including work seen on red carpets, to the creation of refined residential interiors where originality and storytelling matter most.

“We have spent the majority of the past year understanding luxury home accents with a specific focus on bringing product to the luxury consumer market that is truly unique and constructed with a higher level of craftsmanship,” said Chad Beecher, Managing Partner

of Avenue Stitch. “It is time another player entered the space, and we are proud of our work. We hope to be part of inspiring refined homes around the world.”

“Avenue Stitch is built on the belief that true luxury is deeply personal. Our mission is to empower individuals to curate a home, or any personal space, with beautiful, bold, yet genuine and tactile reflective accents to authentically inspire their own unique story.”  
— Michael Munoz, Managing Partner


With its February 1 launch, Avenue Stitch positions itself at the intersection of design, artistry, and function—delivering luxury home accents that don’t just decorate a space, but define it.


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Release Date: January 20, 2026  
Avenue Stitch Launch Date: February 1, 2026

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