

AVENUE™
Stitch

LUXURY PILLOW STYLE GUIDE

Inspire
YOUR STORY

Mix fabrics, textures, and patterns effortlessly
Transform everyday rooms into extraordinary spaces
Style pillows with confidence
Avoid common decorating mistakes

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Inspire Your Story


AVENUE[™]
Stitch

Welcome

Avenue Stitch was founded from a shared belief that luxury should feel personal. As passionate collectors of art, design, and unique interiors, we saw an opportunity to create decorative pieces that offered something different from the mass-produced products dominating the market. Our goal has always been simple: to create distinctive, handcrafted products using exceptional materials that help people express their individuality through the spaces they call home.

Every Avenue Stitch piece reflects our commitment to craftsmanship, creativity, and thoughtful design. We carefully select luxury textiles, develop original concepts, and focus on quality at every stage of the process. We believe the details matter, and that the products people choose for their homes should be as unique and meaningful as the stories they tell.

Inspire Your Story



“Every fabric we select has to earn its place in the collection.”
- Avenue Stitch Founder

WHY ARE PILLOWS

Important?

“A statement piece doesn't need to be loud. It simply needs to be unforgettable.”
- Avenue Stitch Founder



ADD COMFORT

Soft pillows invite you to relax and make any space more comfortable.



ENHANCE STYLE

Pillows pull a room together and elevate your overall design.



BRING WARMTH

Layers of texture and fabric add warmth and a welcoming feel.



EXPRESS PERSONALITY

From colors to patterns, pillows are an easy way to reflect your style.



REFRESH SEASONALLY

Swap pillows to update your look throughout the seasons.

Inspire Your Story

THE

Shape

OF A PILLOW



“The difference between decoration and design is intention.” - Avenue Stitch Founder



1

SQUARE

The most versatile shape. Squares create symmetry and form the foundation of any arrangement.

Best used:

As the base layer for structure and balance on sofas, chairs and beds.



2

LUMBAR

A horizontal shape that adds contrast and breaks up rows of larger pillows.

Best used:

In front of square or euro pillows to add depth and a tailored finishing touch.



3

EURO

Tall and generous, euros create height and a dramatic backdrop.

Best used:

At the back of beds or sectionals to add height and fill visual space beautifully.



4

BOLSTER

A cylindrical shape that adds a tailored, designer look and gentle support.

Best used:

On beds, benches or chairs for back support or as a decorative accent.



5

KNIFE EDGE

A clean, tailored finish without extra fabric—crisp and modern.

Best used:

For a sleek, contemporary look that works well in modern and minimal spaces.



6

FLANGE

A border of extra fabric sewn around the edge for a soft, elegant frame.

Best used:

To add a touch of softness, tradition and a polished, designer finish.



7

WELTED

A thin, raised cord of fabric sewn along the edge—adds definition and durability.

Best used:

For a refined, finished look that adds subtle detail and holds shape beautifully.

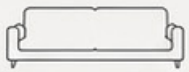
PILLOW

Count

THE RIGHT
AMOUNT



SOFA STYLE GUIDE



SMALL SOFA

Up to 60" wide
(Loveseat)



4 PILLOWS

2 on each side

Formula:

2 Euro or Square
+ 2 Lumbar or Small Square



TIP:

Keep it simple
to avoid
overcrowding.



STANDARD SOFA

61" – 72" wide



5 PILLOWS

2 on each side + 1 in center

Formula:

2 Euro or Square
+ 2 Pattern or Texture
+ 1 Lumbar



TIP:

The odd number
creates the most
pleasing look.



LARGE SOFA

73" – 90" wide



7 PILLOWS

3 on each side + 1 in center

Formula:

2 Euro
+ 2 Pattern
+ 2 Texture
+ 1 Lumbar



TIP:

Vary sizes,
patterns and
textures for
visual interest.



SECTIONAL

Any size



ODD NUMBER RULE

Use 1 more pillow
on the longer side

Balance each section
using the same formulas
as above.



TIP:

Step back and
edit. Remove one
if it feels too full.

7 Design

ELEMENTS



THE 3-PILLOW FORMULA

2 BACK + 1 FRONT



INCLUDES

2 Back Pillows
1 Front Accent Pillow



BEST FOR

Small sofas, loveseats,
and benches



STYLE

Clean, simple, tailored.



QUICK TIP

This formula is perfect for creating a polished, uncluttered look in any space.

"The most beautiful interiors tell a story. Our job is to help tell it." - Avenue Stitch Founder



THE 5-PILLOW FORMULA

2 BACK + 2 MIDDLE + 1 FRONT



INCLUDES

2 Back Pillows
2 Middle Pillows
1 Lumbar



BEST FOR

Most sofas, family rooms,
everyday living spaces



STYLE

Balanced, welcoming,
professionally styled.



QUICK TIP

This formula adds depth and visual interest while maintaining balance and comfort.

STYLE

Formulas

2 LAYER BACK TO FRONT

Arrange pillows from largest to smallest. This creates visual dimension, ensures each pillow remains visible, and prevents the arrangement from feeling flat.



BACK (LARGEST)

MIDDLE

FRONT (SMALLEST)

“Every fabric we select has to earn its place in the collection.” - Avenue Stitch Founder

DESIGNER NOTE:
Think of pillows as layers, not individual pieces.

3 WORK IN ODD NUMBERS

Odd-numbered groupings naturally feel more balanced and visually appealing. Three, five, and seven-pillow arrangements are often the easiest to style successfully.



DESIGNER NOTE:
Five pillows is the most versatile arrangement for most sofas.



Odd numbers create a natural focal point and pleasing symmetry.



3

THREE

Simple and classic. Perfect for a clean, minimal look.



Even numbers can feel too symmetrical and less dynamic.



4

FOUR

Can look flat or stiff without an extra element.



Odd numbers add balance, depth, and visual interest.



5

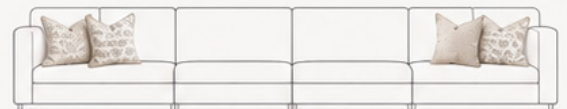
FIVE

The most versatile. Works with many styles and sofa sizes.



QUICK TIP

When styling a sectional or extra-long sofa, try 7 pillows (3 on each end + 1 in the middle) for a balanced, high-end look.

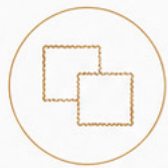


7 Design ELEMENTS

TIPS FROM THE *Pro*

4 MIX PATTERN SCALE

Combine patterns of different sizes rather than using patterns that compete with one another. Pair a larger-scale pattern with a medium-scale pattern and a solid or textured fabric.



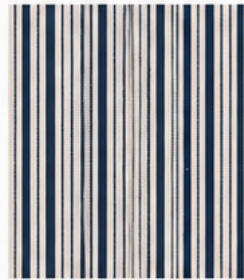
DESIGNER NOTE
Contrast creates interest.
Repetition creates harmony.

LARGE SCALE PATTERN



Bold patterns add impact and become the focal point of the arrangement.

MEDIUM SCALE PATTERN



Medium patterns provide balance and support without overwhelming.

SOLID OR TEXTURE



Solids or textures add calm and prevent the look from feeling busy.

PROFESSIONAL TIPS

5 ADD TEXTURE

Texture adds richness and dimension even within a neutral palette. Combine materials such as linen, velvet, woven fabrics, bouclé, and embroidery to create a layered look.

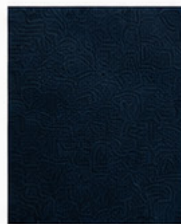


DESIGNER NOTE
Texture often creates more impact than color.



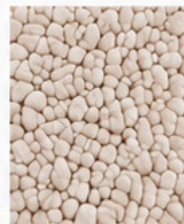
LINEN

Lightweight and airy with a natural, relaxed feel.



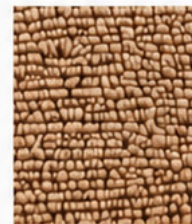
VELVET

Soft and luxurious, adds depth and subtle sheen.



BOUCLÉ

Nubby and cozy, brings warmth and visual interest.



WOVEN

Adds organic texture and a handcrafted feel.



EMBROIDERED

Delicate details add dimension and elegance.

6 BUILD A COHESIVE PALETTE

Select a primary color direction and repeat it throughout the arrangement. Incorporate solids, patterns, and textures while keeping the palette consistent.



DESIGNER NOTE
Three to five colors typically create the most balanced look.



CREAM

Warm and inviting. A perfect neutral foundation.



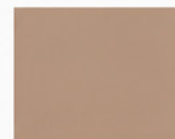
IVORY

Soft and timeless. Adds lightness without starkness.



SOFT BLUE

Calming and fresh. Works beautifully with neutrals.



TAUPE

Grounding and versatile. Adds warmth and depth.



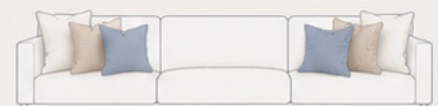
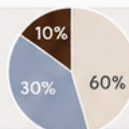
CHOCOLATE

Deep and cozy. Creates contrast and definition.



QUICK TIP

Use the 60-30-10 rule as a guide: 60% dominant color, 30% secondary color, and 10% accent color.



7 Design ELEMENTS

DESIGN Tips

7 REFRESH SEASONALLY

EASY UPDATES. BIG IMPACT.

Changing pillow covers is one of the simplest ways to update a room. Seasonal fabrics, colors, and textures can dramatically change the feel of a space without replacing furniture.



TIPS & TECHNIQUES

DESIGNER NOTE:
Small changes often create the biggest transformation.

Light florals, soft greens, and natural textures bring in a fresh, renewed feeling.

Cool blues, airy fabrics, and subtle patterns create a relaxed, breezy vibe.

Warm tones, rich textures, and earthy patterns add coziness and seasonal warmth.

Deep colors, plush fabrics, and classic patterns create a cozy, layered look.



QUICK TIP

Store off-season pillow covers in labeled bins or vacuum bags to keep them fresh and ready for next year.



THE 7 RULES SUMMARY

- 1 **START WITH SIZE**
Use larger pillows in back, medium in middle, and a smaller accent or lumbar in front.
- 2 **LAYER BACK TO FRONT**
Arrange from largest to smallest: back (largest), middle (medium), front (smallest).
- 3 **WORK IN ODD NUMBERS**
Use odd-numbered groupings (3, 5, or 7) for the most balanced and visually appealing look.
- 4 **MIX PATTERN SCALE**
Combine large-scale, medium-scale, and solid/textured elements for contrast and harmony.
- 5 **ADD TEXTURE**
Incorporate a variety of textures to add richness, depth, and a layered, designer look.
- 6 **BUILD A COHESIVE PALETTE**
Choose a primary color direction and repeat it throughout for a polished, pulled-together look.
- 7 **REFRESH SEASONALLY**
Update pillow covers with the seasons for an easy, affordable transformation.

THE GOLDEN RULE

For the most timeless arrangement:



This classic 2-2-1 formula works beautifully across traditional, transitional, coastal, contemporary, and modern interiors.



PILLOW STYLING

Combos



“Where Exceptional Fabrics Become Statement Pieces.” - Avenue Stitch Founder

1



CLASSIC BLUE & CREAM

Timeless and elegant with beautiful balance and subtle pattern play.



INCLUDES:

- 2 Euro or Square
- 2 Pattern
- 1 Lumbar



BEST FOR:
Traditional, Coastal and Transitional spaces.

2



SOFT & SERENE

Light, calm and airy for a relaxed, peaceful atmosphere.



INCLUDES:

- 2 Euro or Square
- 2 Solid or Texture
- 1 Lumbar



BEST FOR:
Bedrooms and any space where you unwind.

3



NATURAL & TEXTURED

Warm, inviting and full of texture for an organic, effortless look.



INCLUDES:

- 2 Euro or Square
- 2 Texture
- 1 Lumbar



BEST FOR:
Earthy, Organic and Modern Rustic spaces.

4



COASTAL STRIPES

Fresh, breezy and classic with a coastal-inspired vibe.



INCLUDES:

- 2 Euro or Square
- 2 Pattern or Stripe
- 1 Lumbar



BEST FOR:
Coastal, Beach House and Lake House spaces.

5



MODERN MINIMAL

Clean, tailored and understated for a sophisticated look.



INCLUDES:

- 2 Euro or Square
- 2 Solid or Texture
- 1 Lumbar



BEST FOR:
Modern, Minimalist and Contemporary interiors.

6



BOLD & MOODY

Rich tones and dramatic contrast for a high-impact, collected look.



INCLUDES:

- 2 Euro or Square
- 2 Pattern or Texture
- 1 Lumbar



BEST FOR:
Adding drama and personality to any living space.

7



FRESH & FLORAL

Soft, feminine and charming with a hint of nature.



INCLUDES:

- 2 Euro or Square
- 2 Pattern
- 1 Lumbar



BEST FOR:
Cottage, Garden and Traditional spaces.

Perfect

PAIRINGS



“Crafted Without Compromise.” - Avenue Stitch Founder

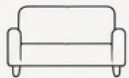
<p>1</p> 	<p>TIMELESS TRADITIONAL</p> <p>Classic, polished and always in style. Perfect for a refined, pulled-together look.</p>		<p>INCLUDES:</p> <ul style="list-style-type: none"> • 2 Euro or Square • 2 Pattern • 1 Lumbar 	 <p>BEST FOR:</p> <p>Traditional, Coastal and Transitional homes.</p>
<p>2</p> 	<p>SOFT & SERENE</p> <p>Calming, airy and relaxing. Ideal for bedrooms and quiet retreats.</p>		<p>INCLUDES:</p> <ul style="list-style-type: none"> • 2 Euro or Square • 2 Solid or Texture • 1 Lumbar 	 <p>BEST FOR:</p> <p>Bedrooms and spaces made for unwinding.</p>
<p>3</p> 	<p>NATURAL & ORGANIC</p> <p>Warm, earthy and inviting with beautiful texture and depth.</p>		<p>INCLUDES:</p> <ul style="list-style-type: none"> • 2 Euro or Square • 2 Texture • 1 Lumbar 	 <p>BEST FOR:</p> <p>Organic, Modern Rustic and Earthy inspired spaces.</p>
<p>4</p> 	<p>COASTAL CLASSIC</p> <p>Fresh, breezy and relaxed with a touch of coastal charm.</p>		<p>INCLUDES:</p> <ul style="list-style-type: none"> • 2 Euro or Square • 2 Pattern or Stripe • 1 Lumbar 	 <p>BEST FOR:</p> <p>Coastal, Beach House and Lake House spaces.</p>
<p>5</p> 	<p>MODERN MINIMAL</p> <p>Clean, simple and sophisticated with effortless style.</p>		<p>INCLUDES:</p> <ul style="list-style-type: none"> • 2 Euro or Square • 2 Solid or Texture • 1 Lumbar 	 <p>BEST FOR:</p> <p>Modern, Minimalist and Contemporary interiors.</p>
<p>6</p> 	<p>BOLD & DRAMATIC</p> <p>Rich, moody and full of personality. Make a confident statement.</p>		<p>INCLUDES:</p> <ul style="list-style-type: none"> • 2 Euro or Square • 2 Pattern or Texture • 1 Lumbar 	 <p>BEST FOR:</p> <p>Adding drama and personality to any living space.</p>
<p>7</p> 	<p>FRESH & FLORAL</p> <p>Soft, classic and charming with a natural, timeless feel.</p>		<p>INCLUDES:</p> <ul style="list-style-type: none"> • 2 Euro or Square • 2 Pattern • 1 Lumbar 	 <p>BEST FOR:</p> <p>Cottage, Garden and Traditional spaces.</p>

LIVING ROOM

Style Sheet



PROFESSIONAL TIPS



START WITH YOUR SOFA.

Build your pillow combination around your largest seating piece for a cohesive look.



LAYER WITH PURPOSE.

Vary sizes, shapes and textures to create depth and visual interest.



REPEAT COLORS.

Pull colors from your room's decor and repeat them in your pillows for harmony.



ADD PERSONALITY.

Incorporate patterns and textures that reflect your style and make the space feel like home.

LIVING ROOM STYLING FORMULAS

Use these simple formulas as a starting point, then make them your own!



CLASSIC BALANCED



2 Solid • 2 Pattern • 1 Lumbar

A timeless, symmetrical combination that feels pulled-together and elegant. Perfect for any style of living room.



RELAXED & INVITING



2 Solid • 2 Texture • 1 Lumbar

Soft, cozy and effortless. This look layers textures and neutrals for a relaxed, welcoming feel.



FRESH & AIRY



2 Solid • 2 Pattern • 1 Lumbar

Light colors and delicate patterns create a bright, airy feel that works beautifully in any season.



BOLD & MOODY



2 Solid • 2 Pattern • 1 Lumbar

Rich colors and strong patterns bring depth and drama for a sophisticated, high-impact look.



NEUTRAL LAYERS



2 Solid • 2 Texture • 1 Lumbar

All about texture and tone. Layer different neutrals for a calm, elevated and cohesive space.

STYLING CHECKLIST

- Start with a clean slate.**
Fluff pillows and remove old ones to begin fresh.
- Choose a color palette.**
Pull 2-3 main colors from your room to guide your pillow choices.
- Mix sizes and shapes.**
Use a combination of squares and a lumbar for the perfect balance.
- Vary patterns and textures.**
Mix different patterns and textures for depth and interest.
- Step back and adjust.**
Style is in the details—step back and tweak until it feels just right.

“Luxury Defined One Stitch At A Time.” - Avenue Stitch Founder

BEDROOM

Style Sheet



PROFESSIONAL TIPS



START WITH GREAT BASICS.

Quality bedding and a neutral foundation create a calm, cohesive base for your pillows to shine.



LAYER WITH INTENTION.

Vary sizes, shapes and textures to add depth, comfort and visual interest.



REPEAT & BALANCE.

Repeat colors and patterns throughout the room to create harmony and a pulled-together look.



KEEP IT PERSONAL.

Choose colors, patterns and textures that make you feel calm, comfortable and completely at home.

BEDROOM STYLING FORMULAS

Use these easy pillow formulas as a starting point, then make them your own!



CLASSIC & TIMELESS



2 Euro Shams + 2 Euro Shams + 1 Lumbar

A balanced, symmetrical look with timeless patterns and textures that brings elegance to any bedroom.



SOFT & SERENE



2 Euro Shams + 2 Euro Shams + 1 Lumbar

Layer soft textures and neutrals for a peaceful, relaxed and inviting bedroom retreat.



FRESH & COASTAL



2 Euro Shams + 2 Euro Shams + 1 Lumbar

Light, airy and effortless—perfect for a breezy, coastal-inspired escape.



WARM & INVITING



2 Euro Shams + 2 Euro Shams + 1 Lumbar

Rich tones and bold patterns create a cozy, welcoming space with warmth and depth.



LAYERED & LUXE



2 Euro Shams + 2 Euro Shams + 1 Lumbar

Multiple textures and subtle patterns create a collected, designer-finished look.

STYLING CHECKLIST

- Start with a clean slate.**
Fluff pillows and smooth your bedding for the perfect foundation.
- Choose a color palette.**
Pick 2–3 colors and mix solids, patterns and textures.
- Mix sizes and shapes.**
Layer Euro shams, square pillows and a lumbar for balance.
- Add texture.**
Incorporate different fabrics for depth and a high-end look.
- Step back and adjust.**
Style is in the details—step back and tweak until it feels just right.

“Extraordinary Fabrics. Unforgettable Design.” - Avenue Stitch Founder

READING SPOT

Style Sheet



PROFESSIONAL TIPS



COMFORT COMES FIRST.

Choose a chair that supports you and invites you to relax.



LAYER WITH INTENTION.

Mix textures, patterns and shapes for depth and visual interest.



LIGHT IT RIGHT.

Good lighting creates ambiance and makes your nook functional.



ADD LIFE & WARMTH.

Plants, natural elements and soft textures make a space feel alive.



MAKE IT PERSONAL.

Add meaningful touches that reflect you and your story.

READING NOOK STYLING FORMULAS

Use these simple formulas as a starting point, then make them your own!



CLASSIC & COZY



2 Solid • 1 Pattern • 1 Lumbar

Timeless blues and florals create a welcoming, classic feel.



SOFT & NEUTRAL



2 Solid • 1 Texture • 1 Lumbar

Layer soft neutrals and textures for a serene, calming retreat.



FRESH & NATURAL



2 Solid • 1 Pattern • 1 Lumbar

Nature-inspired tones bring a fresh, peaceful energy.



WARM & INVITING



2 Solid • 1 Pattern • 1 Lumbar

Rich colors and cozy textures create a warm, enveloping nook.



LIGHT & AIRY



2 Solid • 1 Pattern • 1 Lumbar

Light colors and delicate patterns keep your nook open and airy.

STYLING CHECKLIST

- Anchor your nook.**
Start with a comfortable chair or chaise.
- Add the perfect pillows.**
Use a mix of sizes and textures for comfort and style.
- Bring in a cozy throw.**
Layer a soft throw for warmth and texture.
- Style your side table.**
Add lighting, books and a personal touch.
- Finish with greenery.**
Plants add life, color and a sense of calm.
- Make it yours.**
Add pieces that inspire you and make you want to stay awhile.

ENTRY WAY

Style Sheet



PROFESSIONAL TIPS



START WITH A FOCAL POINT.

Anchor the space with a mirror, artwork or a statement piece.



USE PILLOWS SPARINGLY.

A pillow or two on a bench adds comfort and color without clutter.



LAYER TEXTURE.

Mix materials like wood, metal, ceramics and woven elements.



ADD HEIGHT.

Tall greenery or lamps draw the eye upward and add balance.



KEEP IT FUNCTIONAL.

Style with purpose and make sure the space works for everyday life.

ENTRYWAY STYLING FORMULAS

Use these simple formulas as a starting point, then make them your own!



CLASSIC & WELCOMING



1 Neutral



+ 1 Pattern



+ 1 Lumbar

Timeless neutrals and soft patterns create an inviting and classic feel.



COASTAL ENTRY



1 Blue Pattern



+ 1 Linen Texture



+ 1 Stripe Lumbar

Cool blues, airy textures and natural elements bring a coastal vibe.



ORGANIC MODERN



1 Textured Neutral



+ 1 Soft Green



+ 1 Minimal Lumbar

Earthy tones and organic materials create calm and effortless style.



LUXURY STATEMENT



1 Velvet



+ 1 Rich Pattern



+ 1 High Contrast

Bold contrasts, rich textures and elevated details make a statement.



SIMPLE & CLEAN



1 Statement Pillow



+ 1 Texture Pillow

Less is more. Clean lines and thoughtful pieces keep it fresh.

STYLING CHECKLIST

- Create a focal point.**
Use a mirror, artwork or statement piece to anchor the space.
- Keep pathways clear.**
Ensure there's room to move and your entry feels open.
- Add one natural element.**
Bring in greenery, wood or woven pieces to add life and warmth.
- Incorporate texture.**
Layer materials for depth and visual interest.
- Style with intention.**
Choose pieces that are beautiful and functional.
- Edit unnecessary items.**
Keep surfaces tidy and only display what you love and use.

"The Art Of Living Beautifully." - Avenue Stitch Founder

LIVING ROOM

Style Sheet



“A pillow should never feel like an accessory. It should feel like the piece that completes the room.” - Avenue Stitch Founder



1. VARIETY IS KEY

Use a mix of different pattern types—floral, stripe, geometric, texture or small scale prints for interest.



2. MIX SCALE

Combine large, medium and small scale patterns to create balance. Varying scale prevents competition.



3. STAY IN A COLOR FAMILY

Choose patterns that share at least one common color to create a cohesive look.



4. ADD SOLIDS

Give the eye a place to rest with solids. They help balance busy patterns.



5. TRUST YOUR EYE

If it feels balanced, cohesive and true to your style—you're doing it right!

PROVEN PATTERN COMBINATIONS



FLORAL + STRIPE + TEXTURE



Large Floral



Stripe



Texture

A timeless trio that feels classic, fresh and beautifully balanced.



GEOMETRIC + FLORAL + SOLID



Geometric



Floral



Solid

Pair structured shapes with organic florals and a solid to ground the look.



SMALL SCALE + STRIPE + SOLID



Small Scale



Stripe



Solid

Small patterns add interest without overwhelming—stripes bring rhythm.



PLAID + TEXTURE + PRINT



Plaid



Texture



Print

Perfect for fall and winter—mix cozy plaids with soft textures.



TONE ON TONE + TEXTURE



Tone on Tone



Texture



Tone on Tone

Subtle patterns in the same color family create a serene, sophisticated look.

PATTERN MIXING CHEAT SHEET

- Include 3–5 patterns.**
Use a combination of pattern types for visual interest.
- Mix large, medium & small.**
Vary the scale to create balance and depth.
- Stay in a color family.**
Keep colors cohesive by repeating at least one color throughout.
- Add solids & texture.**
Incorporate solids and textures to give the eye a place to rest.
- Balance the weight.**
If one pattern is bold, balance it with something more subtle.
- Edit & refine.**
Step back and edit until the combination feels just right.



STYLIST TIP:

Start with a pillow you love, pull colors from it, and build your combination from there. When in doubt, neutrals are always the perfect inspiration!

“The right fabric changes everything. Before someone notices the design, they notice how it makes them feel.” - Avenue Stitch Founder



TEXTURED Layering



ADDS DEPTH

Creates visual interest and keeps your space from feeling flat.



FEELS INVITING

Soft, varied textures make a room feel warm, comfortable and cozy.



REFLECTS LIGHT

Different textures catch and reflect light in beautiful, subtle ways.



ENHANCES STYLE

Elevates your design and brings a collected, high-end look.



CREATES BALANCE

Mixing smooth with nubby, matte with sheen creates harmony.

TEXTURE TYPES & HOW THEY WORK TOGETHER



LINEN

Light. Natural. Timeless.

Breathable and relaxed with a beautifully soft, lived-in look.

PAIRS BEAUTIFULLY WITH:



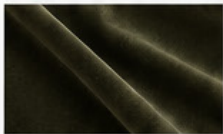
Velvet



Knits



Woven



VELVET

Luxurious. Rich. Elegant.

Adds depth, sophistication and a soft, sumptuous feel.

PAIRS BEAUTIFULLY WITH:



Linen



Bouclé



Leather



BOUCLÉ

Cozy. Textured. Soft.

Adds dimension and warmth with its nubby, touchable feel.

PAIRS BEAUTIFULLY WITH:



Linen



Velvet



Woven



KNIT

Warm. Chunky. Comforting.

Brings softness and a sense of relaxed, cozy comfort.

PAIRS BEAUTIFULLY WITH:



Leather



Linen



Faux Fur



FAUX FUR

Soft. Plush. Touchable.

Adds a layer of warmth and indulgence to your space.

PAIRS BEAUTIFULLY WITH:



Velvet



Knits



Linen



WOVEN / NATURAL

Organic. Textured. Grounded.

Adds earthy texture and brings a sense of nature indoors.

PAIRS BEAUTIFULLY WITH:



Linen



Bouclé



Leather

HOW TO LAYER TEXTURES LIKE A STYLIST

- 1 START WITH A BASE**
Begin with larger pillows in a smooth fabric (like linen or cotton).
- 2 ADD DIMENSION**
Layer in a mid-weight texture (like bouclé or woven).
- 3 ADD DEPTH**
Include a rich texture (like velvet or leather) for contrast.
- 4 ADD COMFORT**
Finish with something soft and cozy (like knit or faux fur).
- 5 MIX & BALANCE**
Combine matte and sheen, smooth and nubby, structured and soft.

STYLIST SECRETS



Vary textures within the same color palette for a cohesive look.



Odd numbers (3 or 5) create the most pleasing arrangements.



Touch it! If it feels good, it will look good.



Don't overmatch—contrast is what makes it interesting.



STYLIST TIP

Close your eyes and touch your pillows. If they all feel the same, add contrast! The best spaces feel as good as they look.

COLOR PALETTE

Guide



“We started Avenue Stitch because everything looked the same. Luxury should never feel mass produced.”
- Avenue Stitch Founder



1. COASTAL CALM

Fresh. Relaxed. Timeless.



BEST FOR:

Coastal, beach house, traditional and transitional interiors.



2. ORGANIC MODERN

Natural. Serene. Balanced.



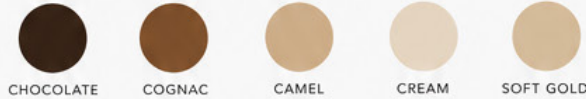
BEST FOR:

Organic modern, modern farmhouse and nature-inspired interiors.



3. WARM LUXURY

Rich. Inviting. Sophisticated.



BEST FOR:

Traditional, classic and warm, luxurious spaces that feel cozy and refined.



4. MODERN CONTRAST

Bold. Clean. Timeless.



BEST FOR:

Modern, contemporary and transitional spaces with a clean, polished feel.



5. SOFT CONTEMPORARY

Understated. Elegant. Effortless.



BEST FOR:

Contemporary, minimal and transitional interiors with a soft, serene feel.



STYLIST TIP

Use these palettes as inspiration, then make them your own. Add texture, pattern and layers to bring warmth and personality to your space.



YOUR HOME. YOUR STYLE. YOUR PALETTE.
MAKE IT MEANINGFUL. MAKE IT YOURS.

COMMON STYLING

Mistakes



“The difference between decoration and design is intention.” - Avenue Stitch Founder

1 TOO MANY PILLOWS

Overcrowding your sofa makes it look cluttered and takes away from each piece's beauty.

X INSTEAD OF:
Too many pillows compete for attention and make the space feel busy.



✓ TRY THIS:
Use the right amount for your sofa so each pillow has room to shine.



2 SAME SIZE EVERYTHING

Using all pillows in the same size creates a flat, one-dimensional look with no visual interest.

X INSTEAD OF:
All the same size looks flat and lacks depth and dimension.



✓ TRY THIS:
Mix large, medium and small sizes (like squares + lumbar) for visual interest and depth.



3 NO TEXTURE CONTRAST

Using pillows with the same texture makes your arrangement look boring and flat.

X INSTEAD OF:
All smooth fabrics lack depth and can feel one note.



✓ TRY THIS:
Mix textures like linen, velvet, knit or bouclé to add depth and warmth.



4 POOR COLOR BALANCE

Too many colors or random combinations create a disjointed look that lacks cohesion.

X INSTEAD OF:
Too many colors compete and make the space feel chaotic.



✓ TRY THIS:
Choose a color palette and repeat those colors throughout for a cohesive, pulled-together look.



5 NO LUMBAR PILLOW

Skipping the lumbar pillow leaves a gap in your arrangement and makes the look feel unfinished.

X INSTEAD OF:
Without a lumbar pillow, the arrangement can look too heavy and unbalanced.



✓ TRY THIS:
Add a lumbar pillow to fill the space, ground the look and add another layer of interest.



STYLIST TIP

Step back and look at your arrangement from across the room. If something feels off, edit, adjust and trust your eye. Less is often more. Balance is everything.



*Edit with intention.
Style with confidence.
Love your home.*

PILLOW STYLING

Worksheet



“We believe luxury is found in details most people never notice but everyone experiences.” - Avenue Stitch Founders

1 YOUR SPACE

What room are you styling?

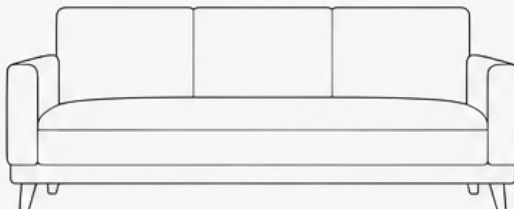
What is your sofa or seating width?

_____ inches

2 SKETCH YOUR SPACE

Draw your sofa or seating below.

Use this space to plan your pillow arrangement.



3 CHOOSE YOUR PALETTE

Select your color palette.



4 SELECT YOUR PILLOWS

Choose your pillow combination.

LARGE (24"–26")

2-3 pillows



+

MEDIUM (20"–22")

2-3 pillows



+

SMALL (18"–20")

1-2 pillows



+

LUMBAR (12"×20"–14"×24")

1 pillow



NOTES & INSPIRATION

Ideas, themes or details you want to include.



5 CHOOSE YOUR PATTERNS & TEXTURES

List the patterns and textures you plan to use.

Pattern 1 _____ Scale: L M S Texture _____

Pattern 2 _____ Scale: L M S Texture _____

Pattern 3 _____ Scale: L M S Texture _____

Solid / Texture 1 _____ Texture _____

Solid / Texture 2 _____ Texture _____

L = Large M = Medium S = Small

6 PLAN YOUR ARRANGEMENT

Use the checklist below as a guide.

- Place large pillows on the ends.
- Layer medium pillows in front.
- Add small pillows for depth.
- Add a lumbar pillow in the front.
- Vary patterns, scales and textures.
- Step back and adjust until it feels balanced.



Remember: There are no strict rules just beautiful possibilities. ♥

7 YOUR FINAL LOOK

Sketch or describe your final pillow arrangement.



STYLIST TIP

Take a photo of your space and your pillows as you go. It will help you see what's working and make it easier to adjust!

PILLOW STYLING

Worksheet



BEAUTY WITH PURPOSE

We believe beautiful spaces uplift your spirit and make everyday moments more meaningful.



TIMELESS OVER TRENDY

Our designs are classic, versatile and curated to stand the test of time—so you can love them for years to come.



THOUGHTFUL DETAILS

From hidden zippers to perfect proportions, the little things make the biggest difference.



CRAFTED WITH CARE

We partner with skilled makers and use quality materials because you deserve the best.



MADE FOR REAL LIFE

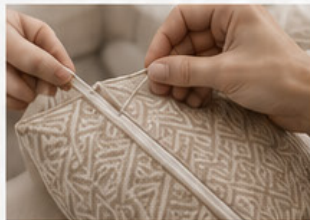
Our pillows are designed for real homes, real life and the moments that matter most.

DESIGNING A HOME YOU LOVE



INSPIRED BY NATURE & EVERYDAY BEAUTY

Our color palettes and patterns are inspired by nature, travel and the simple beauty found in everyday life.



QUALITY YOU CAN SEE & FEEL

We carefully select luxurious fabrics that feel as good as they look and are made to last.



INTENTIONAL BY DESIGN

Every pillow is created to mix, match and layer beautifully so you can create a space that feels uniquely you.



MADE TO INSPIRE YOU

We're here to help you feel confident and creative as you curate a home that reflects your heart and style.

“We started Avenue Stitch because everything looked the same. Luxury should never feel mass produced.” - Avenue Stitch Founder

OUR VALUES



INTEGRITY

We do what's right in every detail.



CREATIVITY

We design with heart and intention.



QUALITY

We never compromise on craftsmanship.



COMMUNITY

We value connection and relationships.



JOY

We celebrate the beauty in everyday living.

AVENUETM Stitch

Inspire Your Story