

KF

KATHY FIELDER

DESIGN | LIFE | STYLE

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***Lifestyle Expert Kathy Fielder Expands Brand and Announces Launch of New Lifestyle Segment
“The Fielder Report” on TV’s Designing Texas with Jocelyn White***

DALLAS – December 2, 2015 – Kathy Fielder is no stranger to style. In fact, her entire career has been tirelessly dedicated to her craft – creating stylish designs for home, fashion, and lifestyle industries – all with a refined eye for details that are timeless, trendsetting, and on trend in the marketplace. Fielder is extremely passionate about her family, authentic design, and quality. She channels these passions into her work, sources only the finest materials, and cuts, sews, and manufactures her products right here in the USA in Dallas, TX. The end result is beautifully crafted, top quality product worthy of the KF name. She truly believes in American Made products and is grateful to her loyal customers and partners who share her passion for promoting and supporting American commerce. Her luxurious designs include a new bedding ensemble designed for Neiman Marcus/ Horchow under the *Harrison Mercantile* by KF brand, which is completely American Made in every aspect and named after her three year old son.

After years of hard work, perseverance and vision, the KF brand lifestyle products are proudly shipped across the US, Mexico, Canada and Europe. Isabella Collection is a leader in the luxury bedding and furnishings industry with innovative design that embodies luxury, elegance, and style. Kathy’s passionate dedication to her craft, staying on cutting edge of trends, and her indisputable talent has placed her at the top of her industry, realizing her dream of providing her customers with timeless designs to be cherished throughout generations.

The Fielder Report on Designing Texas

In 2015, the KF Brand conglomerate launched an intense marketing and media campaign focused on taking Fielder to the next level as a public figure and household name. After an introduction and meeting with local Dallas icon Jocelyn White, the two filmed onsite at Fielder’s workshop, IbC Design Studio, and began a great working relationship built on mutual respect and admiration for their crafts. In late October, the two multi-talented, accomplished, and vastly experienced ladies combined their talents to formally announce a new lifestyle segment called “The Fielder Report” on the popular TV show *Designing Texas with Jocelyn White*, which currently airs on WFAA Channel 8 in Dallas on the first Sunday of every month at 11 am CST. In 2016, beginning on January 17th, the show will air on the 3rd Sunday of every month. As an expert on driving trends and lifestyle choices for the masses, Fielder looks forward to her new role as the lead lifestyle correspondent on Designing Texas and the ability to bring her expertise to a wider audience. We are also excited to announce that Kathy is a new member of the Equest Board of Directors, effective January 1, 2016. Equestrian efforts are a huge passion of Kathy’s, and she looks forward to giving back to the community in this new role.

Launch of KF's New Design + Style Blog

In the second quarter of 2015, Fielder launched her new Blog called DESIGN+STYLE, to further cultivate a vastly growing population of followers interested in lifestyle tips, fashion elements, fine home design, and incorporating current and upcoming trends into their lives.

Followers can subscribe to Kathy's Blog at <http://www.kathyfielder.com/-what-shot>

Launch of Kathy's Boutique

An endless array of home products, fashion items, and accessories can be found at the newly launched online Kathy's Boutique. This easy access portal allows customers to purchase KF Brands from anywhere in the world. <http://www.kathyfielderboutique.com>

KF in the Media 2015

The KF Brands have become increasingly popular among both local and national media, high-profile clientele, and celebrities, after appearances at this year's Golden Globes and Academy Awards gifting suites. Kathy's introduction at the Golden Globes to long-time soap star, Sean Kanan (currently featured on *The Bold And The Beautiful*), resulted in a home decor "refresh" for Sean and his wife's second home in California. KF has been featured in D Home magazine, with her own expert Style Guide, as well as DFWStyleDaily, SecondShelters.com by Dallas real estate industry maven Candy Evans, Huffington Post, Discover Hollywood, LA Informer, and Press Pass LA. Kathy also recently hosted her own Style Tastemakers and Media events on-site at IbC Design Studio for Dallas' most influential trendsetters, to give guests a sneak peek at her operation - from retail to manufacturing. Kathy continues to use her creativity and talents to develop custom in-store events like Purses + Popsicles, complete with music by world-renowned DJ Jennifer Miller, delicious sips and bites, and custom clutches monogrammed for each guest.

The History of Kathy Fielder

Kathy's passion for beautiful design, quality, and fashion is evident throughout her illustrious career as a designer, creator and manufacturer - and is projected across all aspects of her life. Driven by her desire to create lasting, beautiful designs to be enjoyed by generations to come, Kathy started her first design firm, Studio Interiors, in 1998. Studio Interiors was the launching pad to a successful career in designing numerous show homes and winning countless awards for her innovative and creative ideas. This initial taste of success left Kathy searching for more. With the subsequent launch of her first retail workshop, French Laundry Maison Couture, the Kathy Fielder name was established as a premier designer in the highly competitive world of design.

Kathy began her career as a designer, planning and executing numerous show homes around Dallas (from blueprint to final installation) as well as private, high-end residences. Seeing a need for a manufacturing arm to meet demands and production needs, Fielder started her own manufacturing division and began to cut, sew and produce a high-end bedding, window treatment, and pillow collection, The Isabella Collection by Kathy Fielder, named after her beloved daughter. Isabella Collection is an exquisite line of soft goods ranging from luxurious bedding ensembles to tabletop to holiday, all manufactured in her studio. Described by a renowned local media outlet as "Emphasizing the traditional side with fanciful details; intricate trimming, plump piping, tassels and lavish European fabrics", the Isabella Collection quickly grew to become a market trendsetter. Her award-winning collections have often been featured in Neiman Marcus/Horchow's "Best of" publications and are known for their refinement and attention to detail, as well as their bespoke qualities and American Made label.

After being noticed in her industry, Fielder saw a need for retail space and a combination design studio/manufacturing facility to continue to create her different collections. Fielder searched for a unique and rare space which would allow her to cut, sew, and manufacture her products on-site, and would also give her the ability to design in her studio, as well as cultivate a carefully curated retail shop. Always with an eye for trends, Fielder settled on a unique space in Dallas' Lower Greenville district to set up "shop" with IbC Design Studio, her retail establishment, which is unique since it also houses Fielder's manufacturing division. At the time, the neighborhood was in disrepair, but Kathy's vision turned into reality, and the bustling Greenville Avenue area has seen a huge increase in traffic with popular restaurants, bars, and shopping venues. IbC Design Studio is now located in one of the hottest spots in Dallas, and is an organically authentic space perfectly fit for Kathy to cultivate and manage the various arms of her brand. The major rebranding and launch of KF Design | Life | Style began to take shape when Fielder was approached by HGTV. The need for a brand to house all of her extensive collections and divisions became apparent, hence the birth of **KF Design | Life | Style**, a global brand housing numerous collections and divisions within it.

Feet firmly entrenched in the solid foundation built on talent and instinct, Fielder went on to launch IC Linen Co by Kathy Fielder, a more cost-effective collection still devoted to the same bespoke and American made qualities as her original home decor line, IC Linen Co by Kathy Fielder, and is currently sold at Neiman Marcus, Horchow, One Kings Lane, and Rue La La. With a sharp eye on current market trends, Kathy saw an opportunity to create and manufacture a line tailored to the needs of the masses, while still sharing the beautiful characteristics of her higher end collections. To achieve this goal, Fielder established IC Linen Co by Kathy Fielder. This stunning and affordable collection was quickly and successfully received. Ultimately another KF Brand took form when Fielder's son Harrison was born, thus Harrison Mercantile began to take shape. Fielder has also developed the KF collection, a highly anticipated collection of curated style and fashion items, such as clutches, scarves, faux fur vests and coats, as well as limited edition pieces of clothing such as tunics, skirts, and dresses.

Fielder's design expertise is called upon every day to make beautiful and trendsetting product for retailers such as Neiman Marcus, Horchow, One Kings Lane, and Ru La La, as well as boutique shops across the US. Fielder has also made her talent available to hospitality firms to create special environments and luxury hotel suites. To accommodate the increasing demand from her vast client base, Kathy also works with retailers, members of the press, high profile clientele and select clients from her retail space IbC Design Studio. The exquisitely appointed showroom located in Dallas, TX is open to designers as well as the retail public on a daily basis, and Saturdays by appointment.

About Kathy Fielder Design | Life | Style

Founded by Dallas resident and lifestyle expert, Kathy Fielder, KF Design | Life | Style is the epitome of all things fabulous in lifestyle, design, & fashion. Kathy currently resides in the Lakewood area of East Dallas where she lives with her husband Jeromy, daughter Isabella, and son Harrison.

For more information on KF Design | Life | Style, visit www.kathyfielder.com. General inquiries about product orders or retail opportunities can be submitted to info@kathyfielder.com. For more information about Isabella Collection, visit www.isabellacollection.com.

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