



# NEW HOLIDAY 2011 COLLECTIONS

IN STORES AND ONLINE THIS FALL + WINTER

This season, we're introducing new collections, collaborations and gifts that give back through charity partnerships.

Felt Stripe Stocking: Red/white. \$19

west elm

> holiday charity partnerships

# GIFTS THAT GIVE BACK

> the story

We're proud to support the St. Jude Children's Research Hospital® Thanks and Giving® campaign. 50% of the purchase price of our MERCURY OWLS will benefit the children of St. Jude.

This season, we're also introducing THE MUG PROJECT, 7 mugs for 7 charities. 50% of the purchase price supports Boys & Girls Clubs of America, St. Jude Children's Research Hospital®, Heifer International, ASPCA®, NRDC, Architecture for Humanity + Teach for America.

> the stuff



St. Jude Mercury Owls: Silver. \$14-\$19.

Charity Mugs: ASPCA®, Teach for America, Heifer International Project, NRDC, St. Jude Children's Research Hospital®, Architecture for Humanity or Boys & Girls Clubs of America. \$8 each



Rolling Storage: White or chocolate. \$299-\$599  
 Industrial Task Table Lamp: Silver, black, red,  
 white or turmeric. \$69  
 Perpetual Calendar: Natural. \$29  
 Felt Storage Bin: Charcoal. \$16



> monogram it

# OFFICE & PERSONAL ACCESSORIES

> the stuff



Canvas Electronic Accessories: Blue phone case, orange ereader case, green tablet case or yellow laptop case. \$9-\$24



Lap Desk: Natural. \$39



Wooden Profile Frames. Natural. 4x6 \$29, 5x7 \$39



Mirrored Jewelry Box: Mirrored glass. \$29

WE LOVE

# NEW COLLABORATIONS

This season, we've partnered with Brooklyn-based furniture designer PAUL LOEBACH, Portland letterpress studio EGG PRESS, and the non-profit group AID TO ARTISANS®.

Paul Loebach Media Credenza: White/white or storm/natural legs. \$599  
Paul Loebach Tall Shelf Unit: White/white or storm/natural legs. \$349  
Paul Loebach Gateleg Dining Table: White/white or storm/natural. \$449  
Paul Loebach Dining Chair: White/white or storm/natural legs. \$249-\$996

> our collaboration with

# PAUL LOEBACH

Paul Loebach Media Credenza:  
Storm/natural or white/white. \$599



> the story

Known for his unique twist on traditional furniture-making, Brooklyn designer Paul Loebach worked with west elm to create five new furniture must-haves: a gateleg dining table, dining chair, tall shelf, side table and media credenza.

> our collaboration with

# EGG PRESS

> the story

We've long admired Portland, Oregon letterpress company Egg Press® for their passion for craft and their colorful + witty artwork. For holiday, we're applying their clever graphic designs to a set of canapé plates and dessert plates.

> the stuff



Egg Press® Canapé Plate: Noel/red or peace/blue. \$6

Egg Press Square Dessert Plates: Peace or Joy. \$10

> our collaboration with

# AID TO ARTISANS

> the story

These papier-mâché ornaments are handmade in Haiti through our partnership with the non-profit Aid to Artisans®. Our ongoing commitment has made west elm ATA's largest retail partner.

> the stuff



12 Days of Christmas Papier-Mâché Ornaments: \$79

INTRODUCING

# NEW FURNITURE COLLECTIONS

Want a sofa you can sink into? Our brand-new Bliss Collection is built with solid wood frames and down-wrapped flanged cushions for feet-up lounging.



Bliss Collection: Gravel. \$499-\$1,399

Tiled 3-Drawer Dresser: Whitewash top/  
antique bronze base. \$699



> this just in

## NEW + NOTABLE

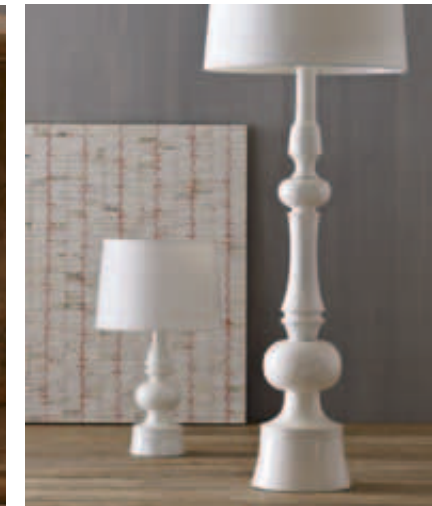
> the story

Say hello to the freshest faces in this season's collection—a dresser faced in white-washed wood tiles, a turned pedestal table crafted from solid mango wood and a few Art Deco-inspired starlets.

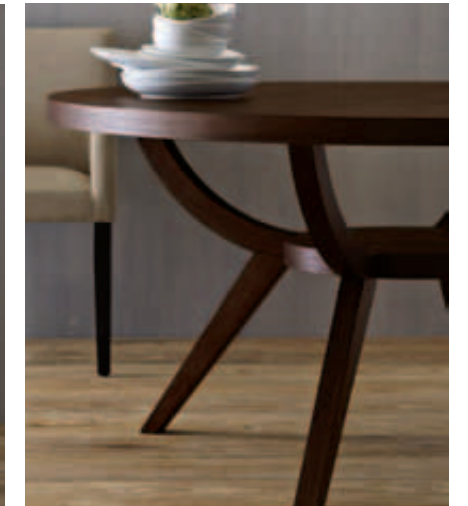
> the stuff



Turned-Pedestal Tables: Natural mango. \$199-\$399



Turned Floor Lamps: White. \$149-\$349



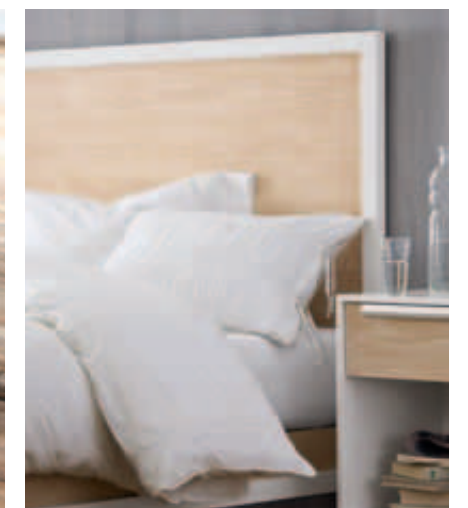
Arc Base Pedestal Table: Smoke. \$399-\$499



Mirrored Oval Buffet: Smoke. \$999



Foxxed Mirror Tables: Foxxed mirror top/iron base. \$199-\$399



Roebling Bed Set: White/whitewash or chocolate. \$599-\$899. Parachute Duvet Cover + Sham: White or feather gray. \$19-\$129



INTRODUCING

# HOLIDAY TRIM

Trim the tree in modern pop ornaments, colored glass globes, hand-stitched decorations and fuzzy felt creatures.



Newsprint Quilling:  
Tree, bird or star. \$6

> holiday trim

# MODERN POP

> the story

Make a statement with oversized lacquer figurines, brightly colored felt trim embroidered with a personal monogram, double-walled glass ornaments or a pair of papier-mâché reindeer handmade in Haiti.

> the stuff



Haiti Papier-Mâché Reindeer: White. \$39-\$99



Lacquer Figures: Wood/white or red. \$16-\$59.  
Modern Nutcracker: White. \$29-\$69



Felt Gnome Ornament: Red. \$7



Double Glass Sphere: Gold, blue, pink, red, silver,  
peridot or green. \$12