

MEDIA/PUBLISHING

Cabana explores interior design philosophy via Paperless Post collection

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Cabana x Paperless Post's Rousham stationery

By STAFF REPORTS

Milan-based shelter publication Cabana is entering the stationery category with a collaboration with postage service Paperless Post.

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Part of the digital postage service's Spotlight collection, Cabana has collaborated with Paperless Post on more than a dozen invitations and stationery designs. As texting and email continues to overtake traditional communication methods, digital innovations have served to safeguard letter writing and post ([see story](#)).

Signed, sealed, delivered

Paperless Post's collection translates Cabana's artistic vision into 16 invitation and stationery designs. The collection is available both digitally and in paper to give consumers options and play to personal preferences.

The collection has been curated by Cabana's founder and editor in chief Martina Mondadori to reflect the antique objects and textiles featured in the pages of the high-end home and interiors publication.

Paperless Post x Cabana's collection includes hand-painted French chinoiserie wall panels, Italian porcelain, rich brocade, batik fabric and painted Bohemian glass.

Suitable for everyday correspondence or elegant invites, the collection launched April 18 and can be found on Paperless Post's [Web site](#).

"Entertaining and celebrating are central to the Cabana philosophy, so partnering with Paperless Post was a natural fit," Cabana's Ms. Mondadori said in a statement.

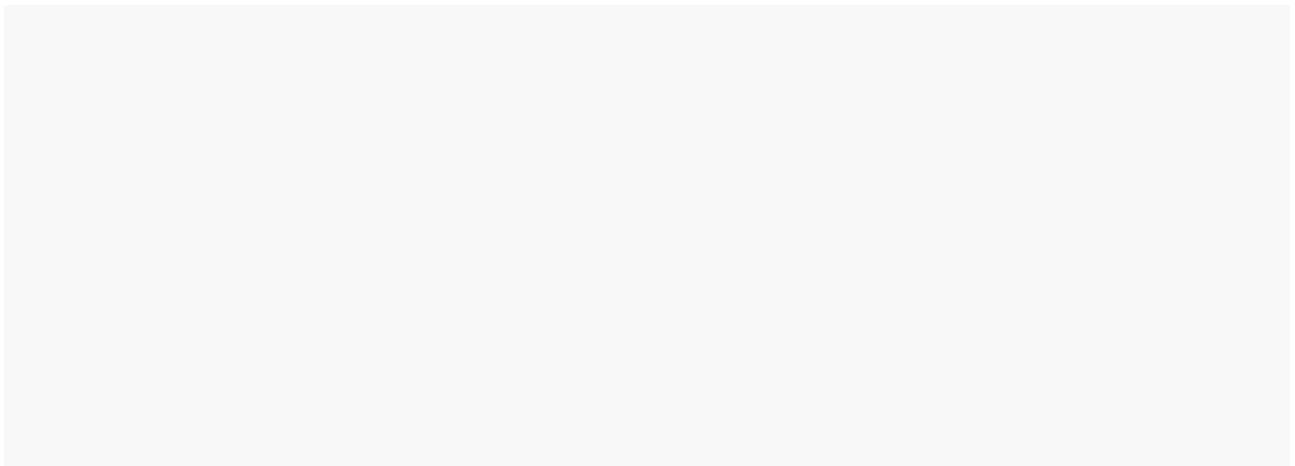


Cabana x Paperless Posts' Pilatos stationery

"This collection of Cabana-inspired stationery is visually rich and practical at the same time," she said. "I already use Paperless Post invitations for all of my childrens' parties and my dinner gatherings, and I can't wait to use these new Cabana invitation."

As a publication, Cabana often collaborates with high-end brands for its covers. Most recently, Cabana repurposed Burberry prints inspired by the paintings of Henry Moore for the magazine's seventh issue, dedicated to English design.

Similar efforts have been executed with Etro, Gucci and actual fabric-coverings were placed on Cabana covers by home interiors brand Schumacher ([see story](#)).



The cover of #Issue7 of @CabanaMagazine features a 'Reclining Figures' print from the new #Burberry collection, taken from a 1943 work by Henry Moore. #EnglishIssue

A post shared by Burberry (@burberry) on Apr 7, 2017 at 10:30am PDT

"Cabana's history-inspired aesthetic makes a smart pairing with Paperless Post's modern outlook on communication and events," said James Hirschfeld, CEO and cofounder of Paperless Post in a statement. "The push-pull between antiquity and trend results in a sophisticated palette that will resonate with our consumers."

Paperless Post has collaborated with Oscar de la Renta, Rifle Paper Co., and the estate of interior, textile and industrial designer Alexander Girard.

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