



## **Timeless, Fresh & Fabulous: The S&C Home Collection** *Steven Sabados introduces a new website and home collection*

**June 23, 2016** - Toronto, ON – With a nod to the classic and an eye to the edgy, Steven Sabados is pleased to launch the latest S&C Home Collection. Making his return to design after the passing of his life partner Chris Hyndman, Steven has launched a new website and brand identity for the S&C Home Collection.

The new website at [www.stevensabados.com](http://www.stevensabados.com) features behind the scenes with the S&C brand including video clips, photos and a special “Steven’s Inside Scoop” section. Visitors can dive into the history of the brand and share in fun that has been a hallmark of S&C since it launched in 2007.

“This launch is bittersweet. Reflecting my taste for edgier accents, along with Chris’s love of classic style, the new S&C Home Collection stays true to our philosophy of keeping design timeless, fresh and fabulous,” said **Steven**. “I am so proud. This collection is a result of hard work from the whole S&C design team and I am grateful to all of them for helping me get to this place today.”

“I know so many of us miss Chris’ laughter and zest for life. The videos and photos on the new website share the fun and fabulous history of developing the S&C brand, allowing Chris’ spirit to live on.”

Anchored in the philosophy of “timeless, fresh & fabulous”, the new S&C Home Collection includes furniture, area rugs, lighting, bed/bath textiles and decorative accents.

New upholstery lines made in Canada by Décor Rest Ltd., feature new chrome detailing, unique tufting and handsome menswear tailoring. The latest accent table collections include a retro series in rich walnut (SOHO) and a luxury grouping in gold metal and mirror (WALTON).

Inspired by Steven’s personal artwork, the decorative accent line combines leather, gold, copper and burnished bronze metal for a bold dramatic look. Developed exclusively with **Canfloyd, a division of Candym Enterprises**.

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The S&C residential lighting series, developed exclusively with **ARTCRAFT**, a Canadian based lighting distributor since 1955, features both indoor and outdoor collections. The collection combines contemporary design and fabulous materials like chrome, leather and iron.

Home textiles including bed, bath and drapery are developed and distributed by **Springs Global, one of the world's largest textile distributors**. Classic patterns in rich colour combinations have always been the hallmark of S&C linen.

The newest brand partner **Hellenic Canada**, is the exclusive distributor of S&C area rugs in wool, silk and viscose. In the spring of 2017, Hellenic will be launching a brand new S&C online custom area rug program.

**For more information, high-res images or interview requests, please contact:**

Wonjay Chang | Deb McCain Communications | [wonjay@debcmccain.com](mailto:wonjay@debcmccain.com) | 647.349.2899



## About S&C Home Collection

S&C brand founders, Steven Sabados and Chris Hyndman joined forces in 1992 and formed the design company, Sabados Group.

Their energetic and dynamic approach to design allowed them to seamlessly combine entertainment and style through a series of appearances on a variety of daytime shows. It wasn't long before the charming & creative Steven along with the dynamic and fun-loving Chris were offered their own media showcase and together they pioneered the birth of 'Design Television'.

The smash hit *Designer Guys* debuted in 2001, followed by *Design Rivals* (2003), *So Chic with Steven and Chris* (2005) and finally the highly successful CBC national, daily lifestyle show, *Steven and Chris* (2007 - 2015).

Steven and Chris became household names, secured multiple local and national publications across North America and caught the attention of Oprah Winfrey herself. Their highly-popular programs continue to air in the United States and internationally in more than 80 countries worldwide.

Having helped countless people create beautiful, inviting living spaces, Steven and Chris decided to turn their passion for décor and design into their own line of furniture, textiles, decorative accessories, lighting and area rugs. Beautifully crafted, the product line launched in 2007 to rave reviews across North America.

In the summer of 2015, the world sadly lost Christopher Hyndman and as a tribute to Chris' passion for design, a new and dynamic product team was created. Under Steven's never-ending creative leadership as an artist, photographer and designer, the team continues to uphold the S&C philosophy of keeping design "timeless, fresh & fabulous".

Together, the S&C team will continue to raise the brand to greater heights with affordable products that reflect great style, easy comfort and top quality.