



id 810 Design Group, New Traditionalists debut collection

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The **New Traditionalists** private-label program, The Syndicate, has released its latest collection, with **id 810 Design Group**. The Syndicate, which first premiered in the spring, has launched a number of capsule furniture collections throughout the year, each one designed by renowned interior designers and crafted by The New Traditionalists.



Jessica Geller and Virginia Toledo of id 810 Design Group

Philip Erdoes, CEO of The New Traditionalists, explains, "We're one of the only furniture manufacturers that also has the capacity to create totally unique custom pieces. We're using The Syndicate to expand our custom program beyond just one-of-a-kind pieces. This also allows our partnered designers to further advance their own brand by having a line of signature pieces without all the usual up-front costs and headaches associated with private label. We reached out to some of our favorite designer clients to participate and can't wait to add their creative ideas to our offerings."

Jessica Geller and **Virginia Toledo**, principals of id 810 Design Group, named each of the collection's pieces after streets that hold special meaning for them, such as streets they grew up on and the location of their first office or project. Browse a few items from the collection, below:



Waterloo Dining Chair



Carlton Coffee Table



Parke Loveseat



Grand Queen Bed