



**Smithsonian Institution**

*Archives of American Art*

## **Celebrating 175: Jack Lenor Larsen, Business Correspondence, 1981-2003, undated**

Extracted on Aug-07-2022 04:01:03

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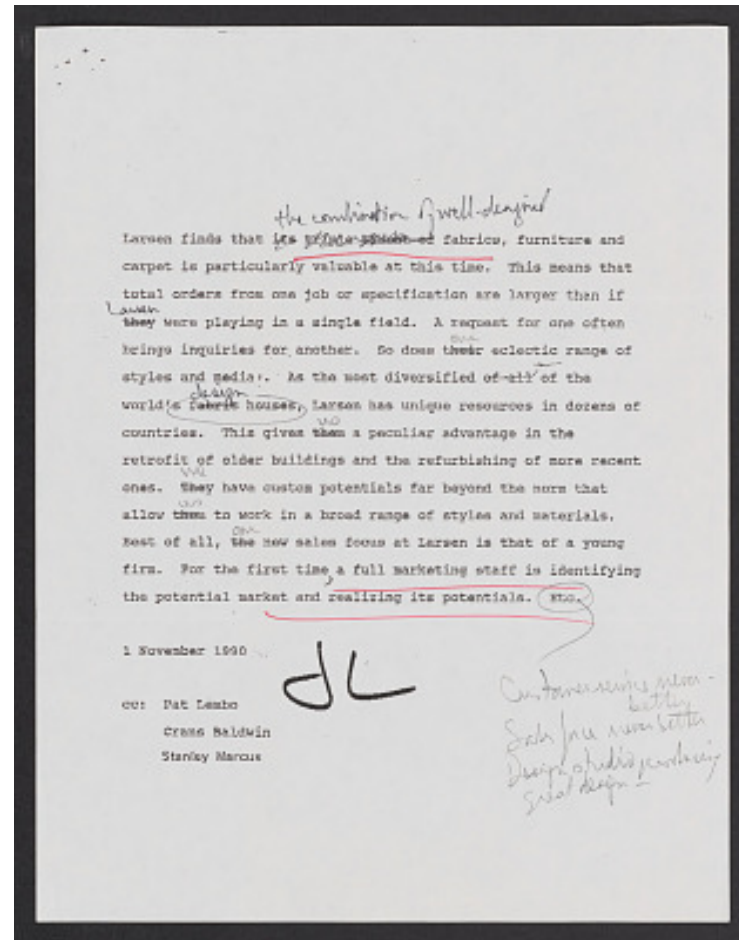
Larsen finds that ~~its~~ triple threat of ~~the~~ combination of well-designed fabrics, furniture and carpet is particularly valuable at this time. This means that total orders from one job or specification are larger than if ~~they~~ Larsen were playing in a single field. A request for one often brings inquiries for another. So does ~~their~~ our eclectic range of styles and media. As the most diversified ~~of all~~ of the world's ~~design~~ fabric ~~design~~ houses, Larsen has unique resources in dozens of countries. This gives ~~them~~ us a peculiar advantage in the retrofit of older buildings and the refurbishing of more recent ones. ~~They~~ We have custom potentials far beyond the norm that allow ~~them~~ us to work in a broad range of styles and materials. Best of all, ~~the~~ our new sales focus at Larsen is that of a young firm. For the first time, a full marketing staff is identifying the potential market and realizing its potentials. Etc.

Customer service never better  
Sales force never better  
Design studio partnering great design -

1 November 1990

JL

cc: Pat Lembo  
Crans Baldwin  
Stanley Marcus



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