

# Zimman?s Launches Wallpaper Category Featuring Thibaut, Schumacher, and Phillip Jeffries

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Zimman?s has added wallpaper to its in-store product mix, introducing a focused wallcovering category designed to complement the store?s long-standing work in fabrics, custom window treatments, and upholstery. The wallpaper assortment is not intended to be an all-encompassing library. Instead, it is structured as an edited set of options suited to residential interiors where material quality, finish, and coordination with textiles matter. The initial lines include Thibaut, Schumacher, and Phillip Jeffries, three established brands with distinct strengths in pattern, texture, and surface design.

Wallpaper is often approached as a single decorative decision, but in practice it behaves more like a building material. It influences how a room handles light, how color is perceived, and how furnishings read against the wall plane. In many homes, wallpaper is used less for novelty and more for control?adding depth where paint can feel flat, defining a small room without adding clutter, or creating a backdrop that supports art and furniture. Zimman?s is positioning the new category around those practical uses, especially in projects where clients are already coordinating fabrics, trims, rugs, and window treatments.

The addition reflects a broader shift in how wallpaper is being applied across homes. Rather than covering every wall in a house, current projects often concentrate wallpaper in areas where it has the most impact: foyers, powder rooms, dining rooms, bedrooms, and smaller studies. In open-plan spaces, wallpaper is frequently used to establish zones, such as a breakfast nook or a reading corner, without changing the architecture. In more traditional layouts, wallpaper can help a room feel finished even when the furniture stays neutral. Textural wallcoverings, in particular, have become a common alternative to paint when the goal is warmth and dimension without a strong motif.

Zimman?s approach emphasizes that wallpaper outcomes depend on fundamentals that are easy to underestimate. Pattern is the most visible factor, but its effect changes when repeated across full walls. Some prints that feel bold in a sample appear calmer once installed, while certain subtle patterns can become visually active when viewed across multiple surfaces. Scale also plays a major role. Large-scale designs can read controlled in rooms with longer sightlines but may feel too close in narrow halls. Small-scale repeats can

look tailored in compact rooms yet fade into texture in larger spaces. Light adds a final variable; undertones shift between daylight and artificial lighting, and finishes with sheen can reflect light in ways that either add depth or expose wall imperfections if preparation is not handled carefully.

Within this framework, the three wallpaper lines selected for the category serve different design needs.

Thibaut is widely associated with wallcoverings that balance classic pattern language with approachable color. The line is often used when a room needs clarity and charm without becoming theme-driven. Thibaut's offerings commonly include structured stripes, botanical motifs, and clean geometrics, along with tonal designs that sit comfortably behind furnishings. In practical terms, Thibaut is frequently chosen for spaces where the wallpaper should read as intentional but not overpowering—living rooms, bedrooms, dining rooms, and hallways that benefit from a pattern that feels steady rather than loud. The range of colorways within many Thibaut patterns also supports coordination with textiles, making it easier to tie wallcoverings into upholstery and drapery plans.

Schumacher brings a different kind of range, often defined by pattern personality and a willingness to push either scale or graphic presence while still staying within a refined design vocabulary. Schumacher's wallcoverings can lean traditional, modern, or somewhere in between, with designs that may reference archival motifs, painterly forms, or bold graphics, depending on the collection. This line is commonly used when the wallpaper is expected to carry more of the room's identity—powder rooms, entry spaces, libraries, or dining rooms where the walls are meant to do more than provide a background. Schumacher also works well for clients who want a pattern with a point of view but still want the room to feel livable, not staged.

Phillip Jeffries is best known for texture-forward wallcoverings, particularly woven materials and grasscloth-style surfaces that create depth through structure rather than print. These wallcoverings are often selected when a room needs richness without a busy pattern—spaces where the goal is a quiet finish, softer acoustics, and a sense of material weight. Phillip Jeffries textures can shift throughout the day as light moves across the surface, which is part of their appeal. They are also frequently used in rooms that rely on layered neutrals, natural materials, and tailored furnishings, where a textured wall can add dimension without changing the palette. The emphasis with Phillip Jeffries is often on surface, weave, and tactile interest, which can pair well with both minimalist and more traditional interiors.

Because installation quality plays a significant role in the final appearance of wallpaper, Zimman's has clarified that wallpaper installation is not performed in-house. Contractor referrals are available for clients who want assistance connecting with experienced installers. This is relevant for wallcoverings with noticeable repeats, strong geometrics, delicate materials, or reflective finishes, where alignment and wall preparation affect the final result. The store's role is to support product selection and planning details while helping clients understand what factors influence outcomes once the paper is on the wall.

The new category is also being positioned to work alongside existing in-store design support. Many wallpaper decisions become easier when made in the same conversation as fabrics and window treatments, because the wall plane affects how textiles read and vice versa. Coordination does not require exact matching, but it does benefit from a shared logic?undertones that relate, contrast levels that make sense together, and textures that don't fight for attention. Trim color and lighting temperature can also influence how wallpaper looks, so projects often benefit from reviewing these elements before a final selection is made.

With wallpaper now available at Zimman's, clients working on a full-room update can consider walls and textiles together, using the same reference materials across categories. For smaller projects, the addition provides another way to adjust a room's tone without changing layout or investing in major furnishings. Whether the goal is pattern, texture, or a balance of both, the wallpaper category is structured around a straightforward premise: provide a controlled assortment from established brands and support decisions that hold up in real homes.

About Zimman's:

Founded over a century ago, Zimman's is a premier fabric, home décor, and furniture store in Lynn, Massachusetts, just outside Boston. Known for its expansive 40,000-square-foot showroom featuring more than 50,000 different fabrics, Zimman's offers an unparalleled selection of high-quality fabrics, trims, and custom furniture. Catering to interior designers, decorators, and homeowners alike, Zimman's prides itself on exceptional customer service, expert design guidance, and a unique blend of classic and contemporary products. With a commitment to quality and craftsmanship, Zimman's continues to set the benchmark for style and excellence in the Boston area.

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### **Zimman's Inc.**

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