

DWR Launches Originals Campaign Starring Fashion Designers Willy Chavarria and Sandy Liang

Kicking Off During New York Fashion Week, the Campaign Celebrates Creative Expression, Authenticity, and Modern living

As Fashion Week puts a global spotlight on creativity and self-expression, Design Within Reach (DWR) dives into the homes of trailblazing New York fashion designers: Willy Chavarria and Sandy Liang.

Shot inside the designers' own homes, the campaign captures unscripted moments that reveal the personal spaces behind two influential creative voices. By featuring them in their own homes, the campaign reinforces that originality is not performative—it is lived. Their spaces become an extension of their creative philosophy, aligning seamlessly with DWR's point of view that modern design is most powerful when it reflects the individual. Their work exists at the intersection of fashion, identity, and lifestyle, making them natural extensions of DWR's mission—a destination where modern design's greatest stories become part of yours. Their personal narratives are deeply intertwined in their work and expressed through the environments they inhabit as much as the clothes they create.

Through the distinctive lens of acclaimed director Sharif Hamza, the campaign presents Chavarria and Liang in environments that are authentic, layered, and deeply personal. Liang is photographed at her Connecticut home, a space she describes as both a sanctuary and a place where ideas are free to flourish. Chavarria appears in his TriBeCa apartment, surrounded by objects that reflect a life shaped by love, memory, and purpose.

Throughout the campaign, DWR pieces—including timeless designs by Charles and Ray Eames, Eero Saarinen, and Achille and Pier Giacomo Castiglioni—are shown not as museum pieces, but as living companions to modern creative life. The result is a portrait of design that is aspirational yet grounded, expressive yet functional.

"*DWR Originals* is about celebrating originality in all its forms," said Debbie Propst, President of Global Retail at MillerKnoll. "By partnering with leaders in fashion, we're exploring how different contemporary creatives live with design—and how thoughtful spaces can support who we are and how we move through the world."

The campaign marks the second iteration of *DWR Originals* and the first full *Originals* brand campaign, building on DWR's ongoing dialogue between design disciplines.

As fashion, design, and culture converge during New York Fashion Week, *DWR Originals* reinforces a shared belief across MillerKnoll: that great design is meant to be lived with, not just looked at.

For more information about the collaboration, please visit dwr.com.

About DWR:

DWR offers the best in authentic design from around the world, today. From renowned classics to icons of the future, we curate and create furniture, lighting, and decor that addresses evolving needs and celebrates modern living at its best.

DWR's unparalleled range of original and exclusive design spans all categories of the home, each piece embodying enduring quality and exceptional craftsmanship. Our collection is available to residential customers and trade clients across North America. DWR is part of MillerKnoll. Visit dwr.com for more.

Additional assets available online:  [Photos \(4\)](#)



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