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Pillowtalk: West Austin Team Offers Style

Lance Avery Morgan
and Kate Hersch

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With two children under the age of six, West Austin mother Kate Hersch found herself in the same situation as many women like her.

She has the talent, desire and education to pursue an interesting career, but lacks the time. It seems the extra time she does have is spent volunteering for philanthropies close to her heart, such as Ballet Austin. She wants to be available to her children and is not sure how to merge career

and motherhood.

Once she started discussing her passions for decorative pillows with Brilliant Magazine publisher Lance Avery Morgan, things started to make sense. This team of two has started August/Morgan, a new local company that makes modern pillows out of antique and vintage needlepoint from all over the world.

"I have collected fabric for many years and have always loved needlepoint," explains Hersch. "I love taking something from the past that took so many hours to create and giving

it new life."

The business specializing in decorative pillows could be just the beginning.

"We think we can leverage our creativity and love of the design world into other products soon," says Morgan.

Still, "pillows are the jewelry of every room" and Morgan believes "they are perhaps the single most substantial accessory that helps define the owner's presence."

With an art history background and fine art experience from Sotheby's, perhaps it was only a matter of time until Kate

Hersch found her way into the world of antiques and pillows that "allow us to appreciate the past."

The business partners may never have expected they'd be principals in a pillow company after all these years of knowing each other in the social circles of Austin. With Lance Avery Morgan's busy publishing schedule and Kate Hersch's balancing act with her husband and young children, both feel the pillow company is worthy of their time and talents. www.augustmorgan.com

