

Press Release - Aprile 2018

SALONE DEL MOBILE - Fiera Milano Rho, 17-22 April, 2018
Hall 4 - Booth B12

THE SAND SOCIETY -
New fabrics and furniture capsule collection

Desert inspired fabrics for a glamorous lifestyle. Abstraction, texture, light and shadows. Marvels from the desert, a sophisticated approach to a sunny life. The elegance of "The Sand Society" capsule draws inspiration from the rarefied atmosphere of a secretly rich environment, the desert.

Fabrics in THE SAND SOCIETY collection alternate warm sandy nuances with velvety pastel shades. The skilful use of linen and wool, natural and naturally elegant raw materials, creates pleasant contrasts and textures with a marked materiality. Punctuated at times by scratched and worn effects, these fabrics tell of interiors overlooking landscapes flooded with light.

The new capsule includes ten articles in different colors to inspire even the most demanding souls. Create soft furnishings and curtains, accessories and coverings, precious and comfortable bed linen - everything is inspired by reflections of the desert.

The refined fabrics are accompanied by a capsule collection of furniture that is distinguished by a modern and light design, effectively interpreting a cosmopolitan, dynamic and innovative lifestyle.

Beds, night tables, dressers, footstools, sofas and armchairs stand out among the furnishings; different finishes and colors are available in order to satisfy different interior decorating tastes.

RISING DESERT - Art at work in the desert
The first abstract subject in The Grand Design - Fabric Wallcovering Collection

Rising Desert is the first abstract subject in The Grand Design collection. A creation with an extraordinary decorative effect that evokes a desert environment, where the styles of historical abstraction meet the natural inspiration found in the volumes of rocks and sands worked by the wind. Rising Desert measures twenty meters in total and is available in four different color variants, each offering different interior design suggestions.

THE GRAND DESIGN - Grandiose effects for fabric wallcoverings.

THE GRAND DESIGN - Revolutionizing the world of wallcoverings with wide-width fabrics that are easy to install and recreate fascinating panoptic vistas of extraordinary length and variety. It covers walls with fabric instead of paper, eliminating the gluing process. The 3 meter-wide fabric is applied to the surface seamlessly by tension. Precious designs and attractive decorative motifs lend lavishness to the wallcovering. The GRAND DESIGN collection creates an elegant and captivating world. For signature interiors.

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