

PRESS INFORMATION

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The SAHCO Collection 2017 - embodiment and intricacy translated with enchanting simplicity.

Textures and colours inspired by nature. The beauty and the rich diversity of selected islands of this world are the inspiration for the SAHCO Collection 2017, presenting itself as a great ensemble.

The main aspects are modern, trendy colours and geometric shapes combined with a deliberately simplified design language. The new textiles feature exciting, versatile textures and scintillate with a clear colour palette. Each fabric stands out and shines by itself. Suspense is created by the combination of materials and textures. Course-textured flat woven fabrics harmonise perfectly with classy velvets as well as with fine sheers. The hand-picked selection of fabrics allows for individual design options.

The room as an island; self-contained in its beauty; however: personality, character and individuality only emerge from the interplay of colours, shapes and textures. The SAHCO Collection 2017 creates a lifestyle and is an invitation to travel – with style and relaxed nonchalance.

PRINTEMPES – this year's Ulf Moritz Collection features pastel tones, demonstrating that this light colour palette is the kind of thing for avant-gardists. Along with the new colourways, the spotlight is on unusual fabric blends: bast and lurex woven into an upholstery fabric, unusual all-over patterns and colour gradients with metallic effects. Subtle, technical double fabrics with bouclé ribbons merge together naturally; so refreshingly different and yet typically Ulf Moritz.

These are complemented by new accessories. Unmistakable tie-backs and trimmings unite the finest craftsmanship and an exquisite look. The design language of this collection is extravagant, contemporary and interpreted in a very contemporary way. As formal as it is colourful, and as simple as it is elegant, the sophistication is entirely captivating. Every single piece is an ornament with beautiful features.

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