

# création **baumann**

## CRÉATION BAUMANN LINE

Press release 2010 – summaries and captions

### **Kids collection - What the dreams of children and their parents are made of**

The aim of the Création Baumann design team was to develop child appropriate textiles that were neither overly sugary, nor overly elaborate in design. Brightly coloured dots, stripes and charming illustrations of animals are the result. The somewhat ageless quality of the light hearted designs ensures that one does not get tired of them quickly, so that they can be used over an extended time span to gladden the hearts of babies, children or youths. The key word is longevity. The trend for sustainability heightens the demand for products that endure. Aside from aesthetic and enduring qualities, the collection offers a host of other benefits. Individual designs harmonise to allow for mixing and matching within the series. The diverse palette of qualities encompasses light and sheer fabrics, densely woven items as well as a blackout in Dimmer quality. The plethora of options makes for problem free furnishing of children's rooms. Furthermore, all textiles, curtains as well as fabric panels, are flame retardant and therefore ideal for day-care centres, play groups, hospitals or schools. A creative and uplifting collection, that captivates and does justice to the needs of children and adults alike.

#### *Captions*

##### Fred and Frida

Where frog and hare say "Good night". The two panels consist of a light, yet dense fabric. Because of their flame retardant properties they can be used not just for decorating children's rooms at home, but also to enhance day-care centres, hospitals or schools.

##### Party

Party, an imaginative blackout fabric that is based on the classic Création Baumann "Dimmer" quality, lets children dream of the next birthday party. During the day, the transfer print applied illustrations of colourful pennants spread a happy ambiance.

##### Maxi, Mini, Multi

The transfer print design on the dense textile looks as if it had been drawn by child's hand. The different colour variations combine well. Even the stripe design "Multi" matches with the dots.

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## **Menswear - Well known patterns, in a new interpretation**

The new, high quality collection of decor fabrics is modelled on the current menswear fashion. Shapes of classic, British infused suit patterns, such as herringbone and houndstooth, are transcribed onto curtain and upholstery fabrics for the interior furnishing sector. Distancing themselves from the dusty retro image, the designs are reproducing the classic elements to playfully flirt with the Zeitgeist. In contrast to the old tweed blazer, there is not the slightest risk of scratching or itching. The elegant fabrics are manufactured primarily in natural materials such as wool, cotton or mixes thereof, with three further additions in Trevira CS. Understated and elegant natural hues and shades of sand dominate the menswear series; with accents in contemporary trend colours for the adventurous. Some of the fabrics can also be used as upholstery fabrics. Thanks to their flame retardant properties, the collection is suitable for public interiors as well as for residential properties.

### *Caption*

The perfect look: Traditional without being stuffy. Simultaneously classic and modern could be the motto of the menswear collection. Well known, British infused suit patterns, such as herringbone and houndstooth, experience a revival to conquer the interior furnishing sector. The aristocratic natural materials are so comfortable that they are likely to be around for a long time in the guise of curtains, cushions or upholstered items.

## **Extravaganza - The joy of exploring**

The Extravaganza series is the creative heart piece of the Création Baumann Line. There is hardly a collection that better embodies the Langenthal based enterprise's courage and power of innovation than the four demanding elaborately produced fabrics. Experimenting with new materials and technologies is at its centre. Here, the recently acquired ultra modern laser plant serves to transform paper-like fleece into a three dimensional panel. The result is soft and poetic with an exquisite interplay of light and shadow. Extravaganza demonstrates Création Baumann's intrinsic feel for trends: paper-like, slightly sheer materials in a 3D look and nature inspired crystalline and floral shapes are currently much in demand. Anybody who opts for Energy, Element, Eterno or Expanda makes an avant-garde statement.

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## *Captions*

### Element

Element is as fascinating and compelling as nature itself. The laser plant is used to cut out hexagonal, honeycomb shapes from the paper-like polyester fleece, which are then sewn together to make a panel with a grid texture.

### Energy

Reminiscent of rhythmical origami; the subtle sheen of the slightly stiffened weave, into which star-like shapes have been cut by laser, gives Energy a refined and understated look.

### Eturno

The seemingly simple look of the fabric is underpinned by a costly labour intensive technique: Individual cut ribbons which have been twisted are stitched onto the ground weave.

### Expanda

Expanda is the extravagant eye catcher of the collection: Its netlike texture awakens reminiscences of former shopping nets. A digital, graphic design is applied to the fabric in transfer print. Once the net has been punched out, the textile hangs out at the desired height. The delightful look derives from the interplay of the pattern of holes on the one hand, and, on the other, the graphic element.