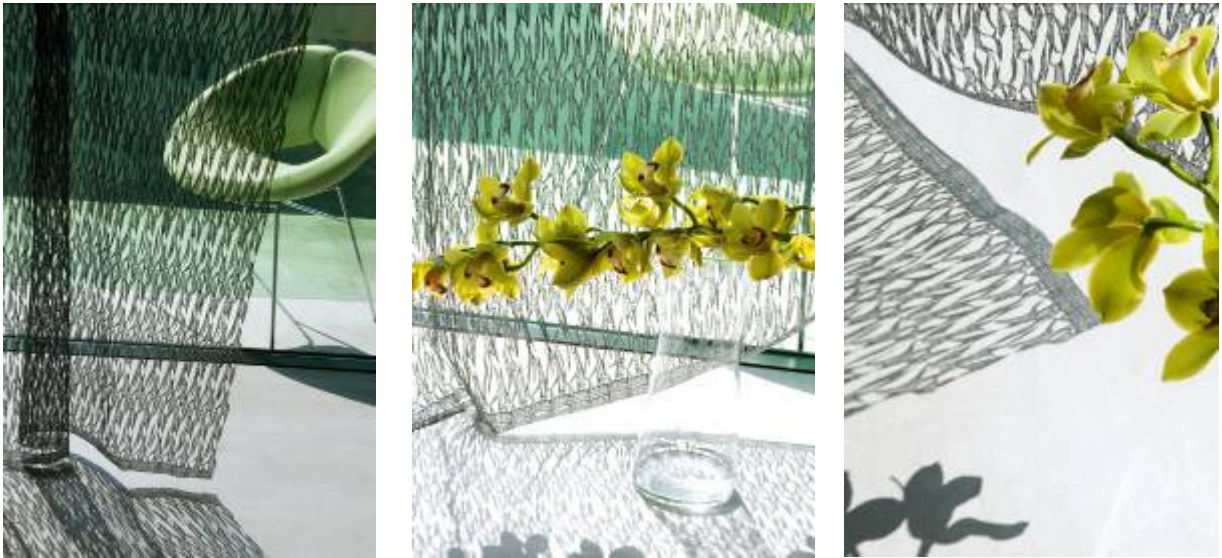


# création **baumann**

## **Filigree embroidery, in a new interpretation**

The new “Essenza” collection from the ‘Living Line’ by Création Baumann

A fabric, as delicate as it is airy: “Grace” embroidery with its metallic sheen assumes a contemporary and elegant look. Yet the technique that underpins it is more than 100 years old. The base cloth which is required for the embroidery process is subsequently etched away. All that remains is the embroidery itself – the pure, unadulterated essence. The end result of this traditional technique, which dates back to St. Gallen in 1883, resembles that of highly prized, hand worked Venetian or Brussels lace, which today can be manufactured industrially by Création Baumann.



The textile enterprise from Langenthal demonstrates with this exquisite fabric, exceptional expertise in keeping old traditions alive and transposing them into contemporary fabrics by employing new textile technologies. Not least because in Langenthal the specialists of the dye shop and the weaving mill work in close collaboration with the development and design team – something which cannot be taken for granted within the textile industry. The textile technical competence, abundant creativity and unerring intuition for trends make for exceptional solutions. In the autumn of 2009 the textile professionals from Langenthal are celebrating elegance and understatement with the ‘Living Line’: delicate designs in digital prints, irregular plissés, changeant-, chintz- and crash effects, embroideries, interwoven metal threads and technical refinements characterise curtain and upholstery fabrics from the “Essenza” collection.

# création **baumann**

## **Refined Materials for life**

“Essenza” the new collection from the Living Line by Création Baumann

A velvety soft surface with a sumptuous nap and a silky lustre: the mohair velour is a very special upholstery fabric. It retains its brilliance, sheen and intensity. Création Baumann, the textile enterprise from Langenthal in Switzerland manufactures the fabric “Amos” from the fine and incredibly long hairs of young angora goats. The fact that every animal provides only around 4000 g of hairs a year, makes the velour particularly precious. The high quality upholstery fabric, which is exceptionally durable and hard wearing, is one of the masterpieces of the new “Essenza” collection from the 2009 Living Line. It is available in nine colours from deep purple to darkest night blue – truly an item for life.



As with the other items from “Essenza”, “Amos” is elegant and understated. The exquisite collection is a celebration of the essence of things – here with high quality, natural material in enduring colour tones. High grade products such as mohair velours, silk, wool and linen are currently experiencing a renaissance. They meet our era’s desire for the essence of things, intrinsic worth and items that retain their value. Our yearning for warmth and comfort is stronger than it has been for a very long time. Retreating into the home affords shelter – somewhere where we are at ease and at peace. Création Baumann, with a sure hand and steady sixth sense shows how these socio cultural developments can be transformed into gorgeous fabrics. Having a base in Langenthal with an integrated design, production and distribution is an immense advantage. Specialists of the yarn and piece dye shops and the weaving mill work in close collaboration with the designers of the design and development team; centred expertise which allows for unique solutions.

Available from specialist outlets from autumn 2009 onwards.