

HOME

is where the heart is

ESPRIT

ESPRIT HOME – SPRING COLLECTION 2012

Press Release

Ratingen, December 2011. Esprit home, the interiors collection of the brand Esprit has received inspiration from city life around the world for its new 2012 collection. Paris, New York, Berlin, London and Barcelona: Home is where the heart is.

Paris: a love for details

Saint-Germain, breakfast in Café de Flore. This is where Paris wakes up. The French metropolis, with its colours, elegance and lifestyle.

A blue-green colour palette brings home the feeling of a green oasis in the middle of the metropolis. The interior harmonises with the idyllic courtyard garden.

Elaborately finished textile surfaces such as delicately embroidered patterns, knitting, gradation, and matt/gloss effects characterise the look of this collection. A lush carpet sets the tone, tufted concentrically, which casually reflects the green of Parisian parks. The “Mosaic” cushion not only impresses with its eye-catching pattern of kaleidoscopic colourful triangles, but also due to its special workmanship. “Chain embroidery” is a traditional embroidery technique. Its shiny stitches correspond to the chic style of the big city. The glamour look is even provided for rattan chairs by sequined “Peacock” cushions. It serves as the extravagant eye-catcher of the Parisian style. Cushions with smooth gradations from blue to green are a perfect supplement for a comfort zone within one’s own four walls.

Small carpet islands in shades of blue/green always help to combine individual patchwork in new and different ways thanks to a special, unique coating on the back.

The living space takes on earthy tones with a high-pile soft carpet that varies between light and dark brown depending on the incidence of light. Two-tone decorative cushions knitted in compatible brown and beige add warm notes of colour, not least due to their handmade look. The soft wavy lines on the textured wallpaper provide a striking contrast.

Collection catalogues 2012: Esprit home and teNeues

Esprit home has entered into a new partnership for the 2012 collection. Together with teNeues Verlag, Esprit home is publishing five collection catalogues containing products that capture the lifestyles of the metropolises Paris, New York, Berlin, London and Barcelona. Inspiring up-to-date catalogues have been developed with the new cooperation partner, presenting a wide range of “hotspots” of the respective cities

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featured in the COOL CITIES Travel Guide Series by teNeues that fit in perfectly with the Esprit home products: hotels, shopping areas, cultural highlights, architecture, museums, galleries as well as parks and other urban leisure zones. The catalogues not only show how people live with Esprit home, but also where people are at home with Esprit home all around the world. Thus Esprit home and teNeues have created an exciting and innovative mixture of product presentation and travel information that is entirely aligned with the new Esprit brand orientation.

“Paris: a love for details” is the first of the five catalogues. It will be on display from mid-February 2012 in more than 70 stores. The publishing group teNeues, founded over 50 years ago, is among the world’s leading publishing houses with its illustrated books about travel, lifestyle, photography and design.

About Esprit home

With the Esprit home collection, the Esprit brand has been offering lifestyle products for the home since 2006. Through its successful partnership with competent licence partners, Esprit home is presenting a comprehensive interior-design portfolio.

High-resolution image material is available from the Esprit home media office:

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