

# HOME

is where the heart is

ESPRIT

## ESPRIT HOME – SUMMER 2012

Press Release

Ratingen, February. Esprit home, the Esprit brand line for interiors, has let itself be inspired by life in major metropolises all over the world for its new 2012 collection. Paris, New York, Berlin, London and Barcelona: Home is where the heart is.

### **New York: purism & lively accents**

New York City, the city of tomorrow that never sleeps. A city once called New Amsterdam. A city famous for being creative, digital, wild and wacky. Broadway with its bright lights, and the Hudson with its vegetable patches along the river. Yoga and tango on Times Square.

Inside a modern city loft with industrial charm, a world of colour between cool white and intense shades of blue serves to create relaxing moments, away from hectic life in the pulsating “Big Apple”. The modern interpretation of the Delft pattern transports the charm of old New York into the here and now. Scaled-down yet natural-looking flower designs in embroideries, whether woven or printed, emerge as highlights for this theme. Patterned and plain-hued pillows in blue and white bring stylish liveliness to the seating arrangement. With fine, two-toned embroidery on a monochrome fabric in a denim look, the “Seaside” pillow is a real eye-catcher. Matching on the floor in a Delft pattern: the soft blue-white carpet “Blue Abstract”. In the dining area, the “Fade” pillow in a Jacquard weave sets chic accents: shimmering colour effects result here due to differently deployed weaves in the fabric. A self-styled collage in the background made of diverse vinyl wallpapers presents a sophisticated blend of white stripes and blue-flowered print. The theme is set forth in the bedroom, too: the flowered prints on the reversible bedding made of mako-sateen fabric are a touch “louder“ here. Once again, the lush carpet in a shimmering blue, the plain-hued blue decorative pillows and soft woollen blanket form the setting for maximum rest and relaxation.

### **2012 collection catalogues: Esprit home and teNeues**

The 2012 Esprit home collection is entering into a new cooperative venture: together with the publishing house teNeues Verlag, Esprit home is publishing five collection catalogues whose products pick up on the lifestyle found in the metropolises of Paris, New York, Berlin, London and Barcelona. Inspiringly modern catalogues have arisen working jointly with this new cooperation partner. Thematically coordinated in alignment with the Esprit home products, they present the widest variety of “hotspots”

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from the respective major metropolis featured in the “COOL CITIES Guide” series published by teNeues: hotels, shopping areas, cultural highlights, architecture, museums and galleries, as well as parks and other urban zones to relax in. The catalogues not only show how life is lived with Esprit home: they also show where people in the world are “right at home” with Esprit home. As a result, Esprit home and teNeues have created an intriguing and innovative blend of product staging and travel information that corresponds to the new brand orientation of Esprit.

Following Paris, “New York: Purism and lively accents” is the second in a total of five catalogues. As of mid-April 2012 it will be on display in more than 70 stores. With its volumes of illustrated books about travel, lifestyle, photography and design, the publishing group Verlagsgruppe teNeues, founded over 50 years ago, is among the leading book publishers on an international scale.

### **About Esprit home**

Since 2006 the Esprit brand has been offering lifestyle products for the entire living environment through Esprit home. Due to the successful cooperation with competent licensing partners, Esprit home presents an extensive portfolio for interior design.

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

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