

# HOME

is where the heart is

ESPRIT

## ESPRIT HOME: MIDSUMMER COLLECTION 2012

Press Release

Ratingen, March 2012. Esprit home, the interiors line of the Esprit brand, has been inspired by life in some of the world's most exciting cities for its 2012 collection. Paris, New York, Berlin, London and Barcelona. The overriding motto: home is where the heart is.

### **Berlin: off to pastures new**

Berlin doesn't stop moving. It never rests. Only one thing never changes in Berlin: it is always changing. Whether in Mitte, Kreuzberg or on-board a cosy houseboat on the river Spree – nothing here stays the same.

There are no more borders in Berlin – including when it comes to style. Anything goes. The city's gardens and parks are suddenly transformed into living rooms, while Flower Power moves into homes. It's blooming and blossoming everywhere, because floral patterns are the motif of the season – here as an extravagant print on the "Malibu" cushion, there in the delicate flock coating of the "Springville" design. Soft velvet prints meet with "chain embroidery", an elaborate, traditional embroidery technique. Bold block prints team up with harmonious checks in an explosion of colour reminiscent of Berlin's legendary Carnival of Cultures.

The new Esprit home collection is dominated by bright tones. The brilliant yellow "Sun" of the towels gives a cheerful glow to every morning. And the luminous mustard yellow of the cut deep-pile carpet "Society Circle" chases away any traces of big-city grey. Even the wallpaper turns every day into an outing to the countryside: stylised leaves and branches invite Mother Nature indoors for a summer holiday. When the weather is sizzling hot, a cool breeze is required. This is provided by a double-sided printed percale duvet cover made from high-quality cotton. Simply by flipping the duvet cover over, the colour climate changes by a few degrees and promises a cool and refreshing breeze in any bedroom.

### **About Esprit home**

Since 2006, the Esprit home collection has been offering lifestyle products that add an individual touch to every living space. Through its successful collaboration with expert licence partners, Esprit home comprises a comprehensive interiors portfolio full of unique living ideas.

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

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