

# HOME

is where the heart is

ESPRIT

## ESPRIT HOME: AUTUMN 2012 COLLECTION

### Press Release

Ratingen, May 2012. Esprit home, the interior design line of Esprit, has taken its inspiration from the lifestyles of the world's leading cities for the creation of its new 2012 collection. Barcelona, Berlin, London, New York or Paris – one thing is for sure: home is where the heart is.

### **London: the home town of vintage charm**

God save the style! Whether on the streets of Primrose Hill, in the East End galleries or in one's own four walls: London may be reigned by the Queen, but it's ruled by its audacious eagerness for fresh colours and forms.

London loves (looking) pretty in pink. Modern pink. From soft pink to fuchsia to violet – at the heart of the Empire, the colours blend seamlessly. Materials and patterns merge just as naturally when dégradé effects meet traditional techniques and modern prints. But first of all, let's sit down in style on the vintage sofa, where the raspberry red cushion called 'Beat' with its woven plaited look has joined the stylish 'Blurry'. Its colour gradient was digitally printed on cotton and is in perfect harmony with the deep-pile carpet where fuchsia, soft pink and orange make a bold encounter. Meanwhile, in the guest bathroom, things are far more subdued and cool than in the living rooms. It displays a casual elegance that is well thought out, down to the smallest detail. Just one last approving look into the mirror, and London's nightlife can take charge. But at some point even the city's nightlife won't be able to curb your appetite for sweet dreams in the stone-grey 'Copal' bed linen. And then it won't be long before the new day starts to dawn and the first rays of sun fall through the delicate curtains, bringing the butterfly prints to life. This will make even the sleepest eyes light up. But is it really time to get up already? Why not accept the kind invitation of the daybed and its colourful 'Sunrise' bed linen and get the day off to a cosy start? In rich purple-violet shades and finest percale cotton, with a soothing cup of Earl Grey in your hand . . .

### **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:

Meiré und Meiré, Nora Niemeier/Andrea Ruppert, Lichtstraße 26-28, 50825 Cologne, Germany

t + 49 221 57770-507/-408 f + 49 221 57770-434

e n.niemeier@meireundmeire.de/a.ruppert@meireundmeire.de