

DENIM AND WRITING: CRÉATION BAUMANN PRESENTS NEW COLLECTION FOREVER YOUNG

The Swiss textile specialist Création Baumann has designed a contrasting and expressive textile collection for the private home, which playfully incorporates the themes of denim and graffiti writing. With FOREVER YOUNG, the brand demonstrates its aesthetic competence with an exciting collection of high-quality textiles that takes up motifs from youth culture with a wink. The fabrics feature a sophisticated, coordinated colour palette, which on the one hand sets unusual colour accents and on the other promises light freshness with natural colours and structures. With this collection, Création Baumann underlines its progressive aesthetic expression, which has been constantly developed and reinvented since the company was founded in 1886. The durable fabrics also meet the high standards of sustainability.

With FOREVER YOUNG, Création Baumann has created an exciting and contrasting collection for the private home. The extensive collection deals with various aspects of past youth cultures. Formerly rebellious and subversive, today even high-end, the elements of graffiti and denim refer to themes such as rebellion, adaptation and youthfulness.



The high-quality and durable textiles, most of which are woven in Langenthal, feature a sophisticated, coordinated colour palette. On the one hand, unusual combinations can be achieved with surprising colour accents, while on the other hand, natural colours and structures promise a light freshness. Création Baumann stands for contemporary and innovative aesthetics and focuses on increasing well-being through appealing textiles.

The highlights of the collection

Two textiles from the new FOREVER YOUNG collection take up the theme of writing. DIARY interprets the theme of writing using the jacquard weaving technique and makes a strong statement in the room. In POEM, on the other hand, an abstracted script as a very elaborate embroidery with two yarns and a discreet colour palette has an elegant and light-footed effect. The theme of denim is implemented with the DENIM fabric, which references the look of a classic denim fabric with its diagonal weave and two colours.

Other highlights are the printed fabric RISE, over which colourful organic surfaces are loosely arranged and the EDEN panel with a floral, stylised silhouette.

A highlight of the plain fabrics in the new collection is the iridescent linen-look fabric NOLIN made from recycled Trevira ECO yarn. The natural colour palette is softened by a strong, clear green. The net-like leno fabric CRAFT, on the other hand, falls softly and surprises with two-coloured yarns.

What all textiles have in common is the use of high-quality and sustainable materials as well as Création Baumann's claim to high production quality.

PRESS CONTACT

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ABOUT CRÉATION BAUMANN

The forward-looking Swiss family business Création Baumann, based in Langenthal, has been one of the world's leading textile producers for more than 130 years. High-quality and sustainable materials, timeless design and the demand for high production quality determine the textile collections, which comprise more than 600 products and 6000 colours.

The portfolio includes curtain, decorative, furniture, outdoor and functional textiles for the private and contract market. In addition, Création Baumann offers customised, innovative shading systems and modular acoustic panels and has the world's largest range of opaque and transparent acoustic fabrics.

As product development, the design studio and production are all based in Langenthal, Création Baumann controls the entire manufacturing process from the idea to the processing of the yarn to the finished fabric, demonstrating its passion for unique and innovative fabrics time and time again.

www.creationbaumann.com

SELECTION OF THE PICTURE MATERIALS

To receive high-resolution images, please contact Brand. Kiosk via: creation-baumann@brand-kiosk.com



FOREVERYOUNG_DIARY_01_300.JPG



FOREVERYOUNG_POEM_02_300.JPG



FOREVERYOUNG_DIARY_02_300DPI.JPG



FOREVERYOUNG_DIARY_03_300.JPG



FOREVERYOUNG_DIARY_04_300.jpg



FOREVERYOUNG_DIARY_06_300.



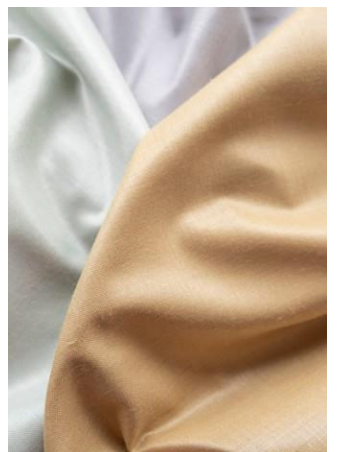
FOREVERYOUNGDENIM + DIARY 1.JPG



FOREVERYOUNGDENIM + DIARY 2.JPG



FOREVERYOUNGNOLIN 2.JPG



FOREVERYOUNGSCALA II.JPG

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FOREVERYOUNG_RISE_01_300.JPG



FOREVERYOUNG_RISE_02_300.JPG



FOREVERYOUNG_RISE_04_300.JPG



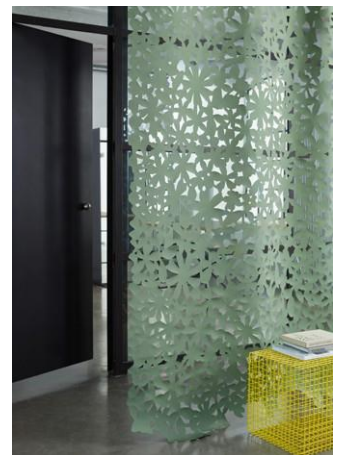
FOREVERYOUNGDAILY 1.JPG



FOREVERYOUNGSHARI ECO 1.JPG



FOREVERYOUNG_EDEN_01_300.JPG



FOREVERYOUNG_EDEN_03_300DPI.JPG



FOREVERYOUNG_EDEN_04_300.jpg



FOREVERYOUNG_SCALE_ALTERNATIVÜBERSICHT.JPG