

CRÉATION BAUMANN X LAVIE: JOINT OUT OF STOCK-EDITION OFFERS LIMITED READY-MADE CURTAINS WITH SUBTLE CONTRASTS

The Swiss companies Création Baumann and lavie are pooling their expertise for a limited curtain collection and launching Création Baumann x lavie, an out-of-stock edition for the Swiss market. The jointly developed collection of high-quality remnant fabrics surprises with selected colourways and coloured seams. For the first time, Création Baumann fabrics are available as pre-washed ready-made curtains for end consumers. The collection can be ordered throughout Switzerland from November 2023 via the lavie online shop.



The innovative family business Création Baumann is internationally recognised for textile solutions of the highest quality and timeless design. The young label lavie has an eye for selected home textiles. Together, the Langenthal-based textile specialists have now developed a limited-edition collection of ready-made curtains made from Création Baumann out-of-stock textiles. New favourite pieces are created from remnants of Telos textiles using deliberately placed design elements and surprising colour combinations. Pre-washed and with a sewn-in curtain tape for hooks, the semi-transparent curtains are ready to use.



For the first time, Création Baumann fabrics are now available to consumers as ready-made curtains. The high-quality curtains made of 100% linen come in two versions, each with different colour variations.

The «Telos» range comprises plain curtains in a subtle palette of natural tones, soft blues and greens and a muted aubergine. Coloured overlock seams add a special touch to these understated premium curtains. «Telos Color Block» ingeniously combines two different colour nuances to create an uncluttered eye-catcher that blends effortlessly into the home décor while making a subtle statement in the room.

«Made from leftovers to make you happy» – Sustainability and transparency make us happy

Under the motto «Made from leftovers to make you happy», Création Baumann x lavie brings out-of-stock textiles back into the textile cycle. Both brands attach particular importance to transparency and traceability along the entire supply chain. The cooperation is characterised by short delivery routes. The curtains in the collection were manufactured, pre-washed and packaged entirely in Switzerland. The Italian linen used to make the textiles was spun locally and woven and dyed as finished yarn in Langenthal in compliance with the highest quality standards.

Sustainability is one of the core values that unite the two companies. The core of the lavie brand is sustainable home textiles made from linen, organic cotton and hemp, which are produced fairly in Europe. At Création Baumann, sustainability and the needs of people and the environment have taken centre stage since the company was founded over 130 years ago. In addition to the longevity of the products, recycling and recyclability play an important role. The Out of Stock edition emphasises the sustainable approach of both companies.

Teamwork at Langenthal

Lavie and Création Baumann are linked not only by their love of high-quality textiles and timeless design, but also by their home town. Both companies are located in Langenthal, just a few hundred metres from each other as the crow flies. The neighbouring companies are now combining their expertise for the joint collection.

«We are delighted to have realised this collection with lavie. Our design teams worked very closely together throughout the entire process and developed a collection that perfectly combines the strengths of both companies and yet stands on its own as an independent product,» explains Philippe Baumann, CEO of Création Baumann.

«We are very proud of the result of this great collaboration with Création Baumann. For us as a young label that is particularly concerned about sustainability and high quality, it was an honour to work with an experienced company like Création Baumann, whose values unite us. We are excited to see how the limited-edition collection will be received and what other joint projects may arise in the future», says Oliver Balsiger, CEO of Balsiger Textil and founder of the lavie label.



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ABOUT THE COLLECTION

The limited-edition collection will be available online at www.lavie-home.ch and from selected lavie retailers in Switzerland from the beginning of November.

Lavie delivers exclusively within Switzerland and Liechtenstein.

ABOUT LAVIE

Lavie makes home textiles. Made from linen, organic cotton and hemp. The home textiles label designs timeless textiles that accompany everyday life. Ideally for a lifetime. The collections are textiles for life. Casual, functional and unagitatedly beautiful. They impress with simple colours and gender-neutral patterns and yarn or piece-dyed products.

www.lavie-home.ch

ABOUT CRÉATION BAUMANN

The forward-looking Swiss family business Création Baumann designs, produces and sells innovative textile solutions for interior design. These are used as creative and functional long-lasting elements of interior design and meet the requirements of functionality and design as well as the protection of people and the environment. The brand's portfolio includes acoustic solutions, furnishing textiles such as curtain and upholstery fabrics, functional textiles and systems for interior shading.

A global leader in acoustic solutions for interior design, the brand has been driven by a pioneering spirit for more than 130 years, which continues to provide textile innovations. Challenges in architecture and interior design, a deep passion for design and interior decoration as well as a high level of technological

competence are central to the development of innovative textile solutions by Création Baumann. The textile collections are characterized by timeless, clear design on the one hand and strong character and decorative designs on the other. In order to do justice to the protection of people and the environment, sustainability is a central component of the Création Baumann brand. With a significant share of production processes in Langenthal, the promotion of recycling processes at all stages and the uncompromising quality standard for the longevity of the high-quality textiles, Création Baumann reduces the environmental impact of the production of its textiles to a minimum.

www.creationbaumann.com

SELECTION OF THE PICTURE MATERIALS

CRÉATION
BAUMANN × lavie

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



lavie-Telos-grape-Photo Ruedi Flueck.jpg



lavie-Telos-grape-mood-Photo Ruedi Flueck.jpg



lavie-Telos-Color-Block-rose-pear-mood-Photo Ruedi Flueck.jpg



lavie-Telos-aubergine-mood-Photo Ruedi Flueck.jpg



lavie-Telos-Color-Block-hblau-rost-label-Photo Ruedi Flueck.jpg



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lavie-Telos-Color-Block-shell-beige-mood-Photo Ruedi Flueck.jpg

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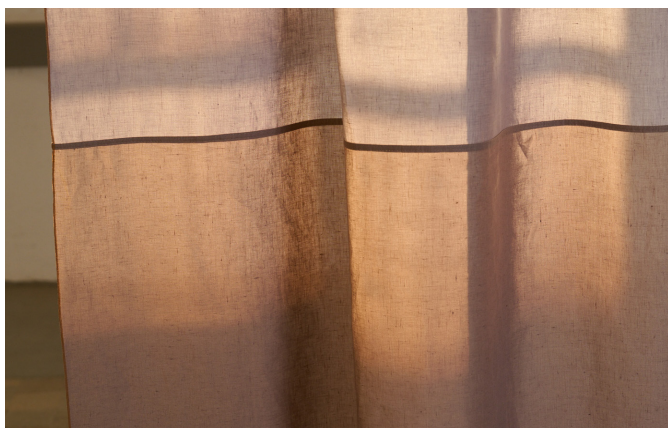
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