

Bjørn Wiinblad

Press Release Spring 2016

## Laying the table for the luxury bohemian

Bjørn Wiinblad's creations have left an indelible mark on Danish designs for the table and the home. His fantastical style and love of colours beautifully embody the spirit of the 1960s and 70s, and right now the retro style is making a strong comeback in fashion. This same trend is also seen dressing up today's home decors. This spring, there is therefore good news for everyone, but especially for contemporary hippies, as Bjørn Wiinblad Denmark introduces two new tablecloth designs with matching cloth serviettes that lay the table for guests and set the tone for an extravagant everyday life á la Wiinblad.



Last year, when Bjørn Wiinblad Denmark dipped into the design archives and introduced a brand new textile universe inspired by Bjørn Wiinblad's work in scenography, theatre costumes and tapestries, the brand revealed a new and, for many, unknown side of the popular multi-artist. The soft design objects, such as tea towels and kettle holders, became an immediate success among both new and long-time Wiinblad fans, and this year sees the completion of the circle. As a supplement to the kitchen textile collection, the brand is launching two new tablecloth designs, *Circles* and *Birds*, which cover the table with contemporary aesthetics and mega-motifs inspired by Bjørn Wiinblad's original patterns.

## **New materiality**

Contemporary interior design and fashion often combine a variety of styles. We love to mix expressions and brands to create our own unique style. And yet most of us are also drawn to complete solutions that offer a recognisable design DNA spanning several product categories. With new product categories, our favourite designs are given new opportunities and fresh expressions. And this also applies to the Circles tablecloth, which literally brings new materiality to Bjørn Wiinblad's universe. Circle patterns in several sizes and with various graphic motifs are broken on the surface of the fabric, giving the dining table an almost psychedelic look which is toned down and kept up-to-date by the tablecloth's pale colour palette. Circles comes in the colours cream and grey with matching cloth serviettes, and the exclusive Jacquard tablecloth is ideal both as a discrete backdrop on the table for everyday life and for entertaining, where large cloth serviettes in matching patterns enhance the sense of old-school luxury in the table setting.

Bjørn Wiinblad's signature colour, blue, is also represented in the tablecloth collection. In the Birds pattern, supersized birds take flight in a simple design that is broken by a wide stripe down the middle, while the Jacquard weave creates a refined graphic effect of darker and lighter shades of blue. Birds also comes in white, and there are cloth serviettes to match both colours.

The Bjørn Wiinblad tablecloth collection is made from 100% Jacquard cotton and is machine washable at max. 40°C.

The collection comprises:

- Circles tablecloth (150 cm x 250 cm), cream or grey, priced at EUR 94.95 (RRP)
- Circles tablecloth (150 cm x 350 cm), cream or grey, priced at EUR 119.95 (RRP)
- Circles cloth serviettes (45 cm x 45 cm), cream or grey, priced at EUR 9.95 (RRP)
- Birds tablecloth (150 cm x 250 cm), blue or white, priced at EUR 94.95 (RRP)
- Birds tablecloth (150 cm x 350 cm), blue or white, priced at EUR 119.95 (RRP)
- Birds cloth serviettes (45 cm x 45 cm), blue or white, priced at EUR 9.95 (RRP)

The new products will be available in stores from early March 2016.

For the dealer nearest you, please call +45 4588 6633.

Find out more at: [www.bjornwiinblad-denmark.com](http://www.bjornwiinblad-denmark.com)

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