

beyond interior design

inner

2023

ZIMMER + ROHDE

Soul Spaces

HODSOLL McKENZIE

Rewild

ARDECORA

Novecento Italiano

TRAVERS

Voyager

ETAMINE

Heures d'été

ZR

ZIMMER + ROHDE

Edit inner

2023 is an invitation to look further and deeper, to give meaning to what we create, because never have our interiors been so much a reflection of ourselves. Doing interior decoration is not just about making something beautiful, or following a trend, it's about telling a story in relation to today's world. Each of the five fabric brands of the ZR Group has an emotional terroir from which it draws the energy that allows it to renew itself each season.

With the *Soul Spaces* collection, Zimmer + Rohde celebrates the magic of materials and awakens the senses. Rugged textures contrast with sumptuous finishes, matte meets shimmering with metallic variations in silver or platinum, and colors arouse strong emotional reactions in settings steeped in history.

Hodsoll McKenzie invites us to a more elementary approach to decoration through *Rewild*, a conceptual project that focuses on the protection of our habitats and our resources, to transform our interiors into a haven of peace. Wildlife is a source of inspiration for prints that become like paintings with a hidden message.

Novecento Italiano by Ardecora transposes the fascinating Italian architecture of the twentieth century on fabrics of great richness, with designs of great classic elegance and sophisticated craftsmanship. The Villa Necchi, a museum in the heart of Milan, was a wonderful source of inspiration for this collection.

Travel is one of the richest sources of inspiration for any designer. Travers' *Voyager* collection is like visiting a collector's house. We discover textile gems inspired by the impressions of various cultures and continents. All have in common beautiful patterns, ornaments and colors that reproduce real or imaginary flora in a decorative dimension.

It is with *Heures d'été* by Etamine that we discover the privileged relationship that can exist between architecture, design and landscapes. A wind of freedom then blows on the decoration which lets itself be carried away by nature and break down the boundaries between interior and outdoor.

We are delighted to invite you on this inspiring journey through our collections. We hope you enjoy as much as we did while creating.

Torsten Poschardt, CEO



ZIMMER + ROHDE
Soul Spaces

04

HODSOLL McKENZIE
Rewild

22

ARDECORA
Novecento Italiano

34

TRAVERS
Voyager

44

ETAMINE
Heures d'été

56

Zimmer + Rohde

Soul Spaces

The new Zimmer + Rohde spring collection *Soul Spaces* is a cornucopia of contrasts for the senses. Linen, cotton, silk, and wool demonstrate the diversity of the collection, while sumptuous plain fabrics and vibrant textures are juxtaposed with artistically abstracted designs. Combined, they deliver a visual and haptic ambience that will breathe life and soul into any space.

This is a collection that celebrates the soul and magic of materials. Welcome to your very own comfort zone.





SYMBOLS With its bow-shaped motifs this elegant jacquard exudes a mystical and meditative feeling. This signature design is just waiting to be unraveled.

SOFT LOFT An invitation to relax, thanks to the fine chenille yarn in warp and weft. The elegant mélange, combined with a sturdy weave, provides high durability.



COMFY BOUCLÉ For this expressive color mélange, boucle yarns in three different color nuances are combined, resulting in a high-comfort upholstery fabric.

GENTLE WOOL An elegant satin-woven fabric with a smooth drape, which allows the daylight to filter through, contributing to a soothing atmosphere.

The new Zimmer + Rohde spring collection *Soul Spaces* is a cornucopia of contrasts for the senses. Fabrics play a key role in this interior choreography and enrich the space through the harmonious or deliberately contrasting interplay of elements. The main protagonists in this season's seductive creations are the natural materials of linen, cotton, silk and wool, demonstrating the diversity of this exciting symbiosis.

Rareness and luxury are manifested in the unique character of these handcrafted products. Largely inspired by nature, the colors awaken emotional reactions: from radiant gold and bronze tones to soft ochres all the way to uplifting rosé and red nuances. This soothingly warm palette is rounded off by midnight blues and cool metallic variations such as silver and platinum.

The appeal of nature's imperfections is not only celebrated in the Japanese aesthetic concept of wabi-sabi, but also in one of our signature pieces, *Crafted Stripe*. Meanwhile the mystique and magic of hidden places is conveyed by the sumptuous *Secret Garden*. While the shimmering fabric texture of *Alchemist* has a deceptively real metal look about it.

This is a collection that celebrates the soul and magic of materials with a mix of different surfaces, production methods and material contrasts at the focus, using the finest natural fibers – from flax to silk – to create a multi-layered ambience and breathe life and soul into any space.

Welcome to your very own comfort zone.





GOOD TIME An elegant satin-weave décor fabric that combines elegance with a laidback feel. The linen reverse adds a subtle liveliness to the cotton front.

PERFECT MATCH A blend of the two most beautiful materials that nature has to offer. The clarity of linen for color brilliance, and wool to ensure softness and stability.



OUT OUT This floor-length ‘scherli’ fabric showcases a play of shadow and light for your window, using a range of weaving techniques and yarns.

RYTHM The special charm of the design makes this fabric an eye catching statement. A three-dimensional alllover design is created with bouclé on a satin warp.





FRAMINGS Through the elaborate combination of jacquard patterning and embroidery, a rhythmic expansive pattern of squares and stripes is achieved.

SECRET GARDEN Opulent vines and flowers intertwine, creating a feast of colors and textures. The cashmere finish provides an irresistible feel with soft and harmonious color transitions.



"Colors and textures are the most important elements in the design of a space. This interplay is the first thing to catch our attention and evoke the strongest emotions."

Stefan Gabel, Creative Director
Zimmer + Rohde

ALCHEMIST A finely textured in between fabric, with a metallic and elegantly shimmering surface, playfully referencing the concept of alchemy.

RELAX A pleasantly velvety chenille surface, boasting a subtle check pattern, provides this uncomplicated upholstery fabric with a laidback feel.





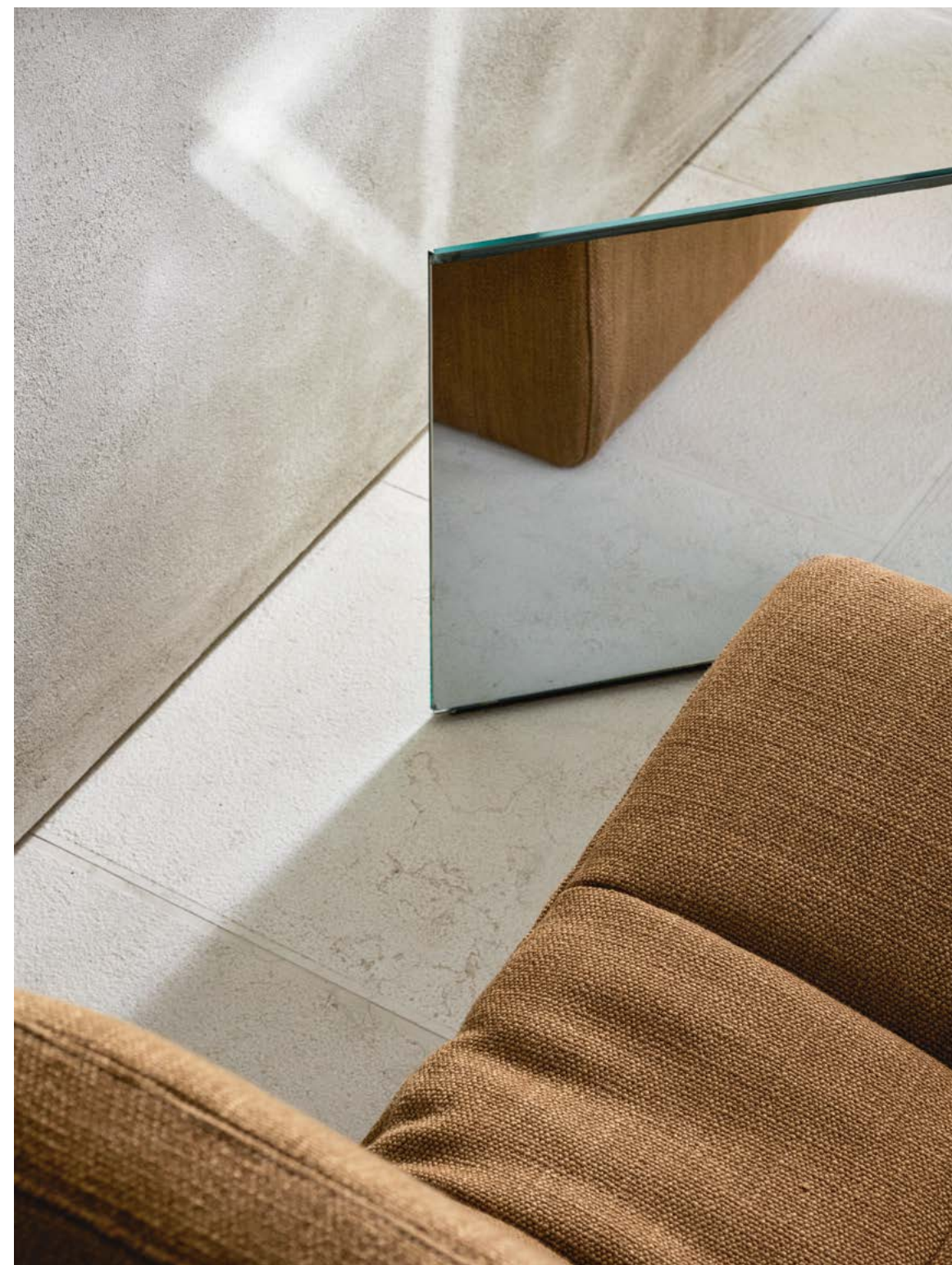
ON THE ROCKS A cotton-linen mélange creates an exciting contrast to elegantly shimmering silk. A glamorous firework of color with an unusual jacquard texture.

LINEN MAGIC The pure restrained elegance of one of the most beautiful natural materials is reflected in this floor-length linen satin-weave in nature-inspired hues.





CRAFTED STRIPE The hand-painted design is inspired by the Japanese concept of wabi-sabi. The inimitable quality of this fabric lies in its unmistakable craftsmanship.



Hodsoll McKenzie

Rewild

This collection is dedicated to all the endangered species that will vanish forever, if humankind doesn't learn to coexist with nature soon. It is a celebration of nature's diversity and a space for spontaneity and *joie de vivre*.

For us, rewilding means a return to the essentials. While the world becomes increasingly complex, a nature-oriented lifestyle promises conditions that are better for all of us. It's about stepping back and letting the wilderness teach us how to live a meaningful life.



Rewilding is about letting nature take care of itself, enabling natural processes to shape land and sea, repairing damaged ecosystems and restoring degraded landscapes. Through rewilding, wildlife’s natural rhythms create wilder, more biodiverse habitats with an emphasis on humans stepping back and leaving areas to nature.

Rewilding, when applied to humans, could also mean our return to the essentials, in order to reconnect with nature and our natural state of being. A return to the untamed aspect of ourselves, inherent in all of us. While the world becomes increasingly complex, a nature-oriented lifestyle promises conditions that are coherent and fair for every creature. It also promises space for spontaneity and joie de vivre.

In this context, the conservation of natural habitats is no longer sufficient: the desire to create new habitats, a new coexistence with nature and its wilderness – and consequently one’s own wildness – is the goal of this *Rewilding* concept.

With this in mind, this collection is dedicated to all the endangered species that will vanish forever, if humankind doesn’t learn to coexist with nature now. It is a celebration of nature’s diversity, which we often enjoy as lifestyle but must also learn to cherish as something vulnerable and in need of protection. But it’s also about stepping back and allowing ourselves to lose control and letting the wilderness teach us how to live a meaningful life.



CUSCUS *Resource-efficient production.*
A supple fabric, almost like a blanket or a throw. Inspired by the Talaud bear cuscus it will transform any interior into a cozy haven.



HABITAT *Contains biological fibers.*
This lightweight upholstery and home
décor fabric captivates with a subtle
stripe, thanks to the use of a soft chenille
yarn made of Tencel.





OKAPI *From regional sources. Resource-efficient production.* A dense and heavy double-sided linen with a striking zigzag pattern reminiscent of the okapi's distinctive rear markings.

SHOEBILL *Contains recycled and biological fibers. From regional sources.* This fil coupé fabric mimics the plumage of the shoebill. A feathery-looking rustic fabric created with an artisanal dyeing process.



"A collection should always invite us to dream of a better, more beautiful future. As a designer, I have the task of making sure that this dream becomes reality."

Fredricke Winkler, Design Director
Hodsoll McKenzie





ONE WORLD *Contains biological fibers.*
A sophisticated jacquard collage of many endangered species in full fabric width, made with cotton and European linen in an Italian weaving mill.

ARMADILLO *Resource-efficient production.*
Inspired by the armadillo, this print on a dense, elegantly flowing, pure linen weave, results in an extremely delicate and subtle striped design.





MONARCH *Contains biological fibers.*
A jacquard velour recreates Monarch butterfly colonies in such a sophisticated way that it will turn every piece of furniture into a work of art.

HAWK *Contains biological fibers.* A velour made of GOTS-certified cotton is printed with artistic plumage, in which two complementary colors combine in a muted way. The result is an animal print that, in some colorways, looks more like a painting, and sometimes indeed reminiscent of the plumage of an eagle, easily integrated into a variety of interior styles. The quality of the velour in haptic and drape allows for many possible uses.



Ardecora

Novecento Italiano

The Ardecora collection *Novecento Italiano* has pledged to bring the Italian architecture of the twentieth century into the fabric of the new century.

Villa Necchi, a museum in the heart of Milan, served as the perfect inspiration for Ardecora's new collection, a tribute to Italy's dawn of architectural modernity, in craftsmanship and elegant design. The decorative elements of the villa find their visual counterparts in the lavish fabrics that reprise the exquisite world of Villa Necchi.





previous page IL FUMOIR A contemporary and decorative jacquard patterned fabric with a subtle sheen and a lively lightness, lending comfort to any room.

DIMORA A sumptuous moiré made with traditional French craftsmanship, to be used both as an elegant decorative fabric or as a stylish lightweight cover.

ATRIO A spectacular embroidered fabric with a lightly textured, softly draping jacquard base, which captivates with its handcrafted character.



Villa Necchi – Restrained elegance, a mercantile past and the style of Italian rationalism characterize this jewel of Milanese architecture, built in the 1930s. Clear geometry and graphic stringency in a sensual interplay with classical elements dominate the spacious halls. The esprit of the place, which was once a cultural hotspot for the artistic intellectual elite, is still tangible today. Villa Necchi is now a museum in the heart of Milan – and served as the perfect inspiration for Ardecora’s new *Novecento Italiano* collection. It is a tribute to Italy’s dawn of architectural modernity, in artistic grace, craftsmanship and elegant design.

The decorative balustrades at the entrance find their visual counterpart in *Razionalismo*, a lavish velour full of character. An artistic tapestry provided the impulse for *La Veranda*. Light, dynamic and three-dimensional, the floral interpretation in metallic tones flows over the relief-like jacquard. *Dimora* demonstrates a voluminous presence while its wave-like structure reprises the exquisite marble world of Villa Necchi. Meanwhile, *Giardino D’inverno* enchants us with golden interwoven motifs in shimmering ornamentation. Like velvet, the sophisticated textile reveals itself as a jacquard in a shiny crinkled look.

The Ardecora collection *Novecento Italiano* has pledged to bring the Italian architecture of the twentieth century into the fabric of the new century: stylish, creative and contemporary.



L'INNOVAZIONE The contemporary interpretation of this jacquard-patterned fabric beguiles with its softly flowing materiality and its extraordinary touch and feel.

LA VERANDA A decorative floral jacquard on an elegant satin base, resulting in a fabric that is refined and modern, underscored by a subtle color palette.





PORTALUPPI Behind this spectacular jacquard velour lies an intricate creative process, resulting in a premium upholstery or decorative curtain fabric.

GIARDINO D'IVERO A decorative jacquard inspired by the dyeing skills of the fashion designer Fortuny. An elegant, soft-falling material with a shimmering effect.



VIA MOZART A prestigious, transparent floor-to-ceiling fabric with an elegant, ornamental design in fil coupé produced in an Italian manufactory for luxury items.

RAZIONALISMO A lavish upholstery fabric in jacquard velour with an eye-catching combination of color and rhythm thanks to the all-over effect of the design.

"The starting point of each collection is generally an emotion. Sometimes it's a gesture, a smell, a painting or someone you see walking in the street. It's the journey – from the first inspiration to the final collection – that matters to me."

Katharina Schmitter, Design Director
Ardecora



Travers

VOYAGER

One of the richest sources of inspiration is travel: we return laden with memories and mementos. The *Voyager* collection is like a visit to the home of a well-travelled collector – every design has a story to tell: in fabric. Inspired by diverse cultures and continents, from Asia to Africa, these fabrics speak of long and distant journeys, showcasing a modern vintage character with their colors and patterns.

Voyager whisks us away on a journey through the cultural diversity of distant lands.





previous page **ZEBRA STRIE** A sophisticated velour fabric with zebra-inspired motifs arranged on a strié surface in earthy color nuances. A modern, lively and exotic fabric.

CHENGLEI DRAGONS A satin weave with an Asian-inspired allover dragon design. The auspicious mythical creatures cavort through a dense background of leaf work.



One of the richest sources of inspiration, not only for creative minds, is travel. Every journey grants us long-lasting impressions and the opportunity to see the world from a different point of view. We return from all these travels with wonderful memories and fashion them into stories we like to share with others. The *Voyager* collection is like a visit to the home of a well-travelled collector. Every single design has a travel story to tell: in fabric.

Textile gems, inspired by the impressions of diverse cultures and continents from Asia to Africa: all have in common beautiful patterns, ornaments, colors and shapes, culminating in a stylishly curated work of art. Traditional motifs, reinterpreted for the new *Travers* collection, on innovative fabrics in contemporary interior colors, invite us to play mix and match. Whether oriental-style allover prints like *Mahara* and *Kandira*, mythological Asian creatures on the two-tone damask *Chenglei Dragon* or Caribbean-inspired embroideries of a shimmering coral world on *Antigua*. The collected memories become unforgettable souvenirs of lived experiences through the playful combination of colors, patterns and appealing transparencies. Mementos from long and distant journeys become a deliberate stylistic device and showcase a modern vintage character.

Voyager whisks us away on an unforgettable journey through the cultural diversity of distant lands.



SHELDON A pure-linen velour with a fine flame structure to underscore the natural linen look and provide texture and a relief effect.

ANTIGUA Caribbean-inspired motifs of an underwater world, with loving sewn beadwork highlights on a naturally structured base fabric.

"Historically, patterns and motifs are tied to different regions and eras. My first step when designing a new collection is to sift through our rich archive, looking for treasures to revitalize in a fresh way to suit today's tastes."

Allison Block, Design Director
Travers





MAHARA A natural semi-linen base material with finely detailed motifs printed in rich colors, with each color composed of several different shades.

ANYA An elaborate warp printed fabric, creating an intentionally blurred effect of the multicolored motifs – a charming play on imperfection.





JOSEPHINE The reinterpretation of the classic damask motif as a semi-transparent double weave adds summery lightness to the decorative all-over design.

PASSAGE STRIPE A decorative block stripe design with 'scherli' technique on a translucent linen base fabric. Double width, to be used both as a vertical or horizontal stripe.





KANDIRA The oriental-style all-over print, influenced by the Silk Road, is printed digitally on a velvety soft chenille fabric with a laidback vintage character.

ROLLING HILLS An opulent and abstract fabric inspired by classic depictions of Asian landscapes interpreted as an impressive block stripe design.

Etamine

HEURES D'ÉTÉ

Capturing the natural world around us, our new Etamine collection reveals the special balance that must be maintained between architecture and landscape. By bringing nature into the home and opening up our interiors to what's outside, we can create windows that showcase Mother Nature's glories, reinvented every day.

Our fabrics then become the natural support for these emotions, the memory of these lived or imagined moments, they are imbued with the magic of the summer hours to make us live it all year round.





previous page SAINT-TROPEZ A broad weave fabric, boasting graceful tennis stripes and offering both indoor and outdoor technical properties while still being soft to the touch.

ROQUEBRUNE A bouclé woven fabric enhanced with a soft finish and a wonderfully plump, structured look. An excellent choice for a robust upholstery fabric.

SORGUE Sublime Cornely embroidery boldly evokes the delicate dance of colored foliage in relief and with an interplay of materials.



Here, in southern Portugal, in an impressive villa designed by a leading French architect, the vertical reach of the contemporary design combines with the horizontal expanse of the ocean to create a near-perfect geometry. The shadows cast by the sun, meanwhile, bring a third dimension to the scene. Fanned by the breeze, the plant-inspired designs of the woven fabrics are brought to life, moving beyond their frame in fluid movements like a waterfall of linen and wool cascading noiselessly into a pond below.

Around a bend in the pathway, a group of chairs covered in colored linen form a light ensemble, while another chair, upholstered in alluring velvet, rocks gently beneath a stone stairway. Higher up, on a terrace, a pair of sun loungers upholstered with a clematis-inspired print appear to take flight in the gentle breeze. Whether by the poolside or on a patio or terrace, the Etamine outdoor fabric collection plays with a mix of styles, its joyful stripes, herringbone and houndstooth patterns shining brightly under the summer sun.

To offer protection from the sun’s heat, the wide walkways are draped in linen voiles that, as they flutter in the breeze, seem to play with the floral wool embroidery of the linen throw on the armchair inside. On the sheltered terrace, the couches – just like the indoor seating – are upholstered in stonewashed velvet, with textured boucle wool, to create a place where the days of summer can be enjoyed all year round.



ARLES is a velvet woven in Belgium with a weft thread of bouclé yarn. Its stone-washed finishing roughens the pile to lend a shabby-chic look.

"Textile creation is a story of the senses and the emotions. We first see the true beauty of the most beautiful fabrics by closing our eyes and using our sense of touch."

Élodie Delétoille, Design Director
Etamine



RAMATUELLE A fabric made with a yarn-dyed linen warp and wool weft. A delicate mélange with a gentle stone-washed finish leaves it soft and structured.

MAUSSANE Embroidery elevated to an art form: poppies rhythmically weave and intertwine, with every detail embroidered in chain stitch using a matte wool thread.





SAINT-RÉMY *Saint-Rémy* is a bouclé fabric, woven and digitally printed in Italy.

NICE With character and subtlety, the *Nice* basketweave design conjures a bistro feel, thanks to the playful interlacing of the finely contrasting strands.

JUAN-LES-PINS A striped fabric inspired by a parasol motif, it conjures the old-world charm of beaches near the Grand Hotel.

VALBONNE A modernist colorful chevron with large vertical stripes. Reinterpreted in jacquard, it is interwoven with elegant, near-natural structured yarn.





CLÉMATITE This artistically deconstructed and contemporary fabric is a digital cotton print of a hand-painted design of interlacing flowers, evoking a Mediterranean garden.



Our collaborators

many thanks

ZIMMER + ROHDE

PHOTOGRAPHY Alexis Armanet
STYLING Sarah de Beaumont
ART DIRECTION Cakedesign, Paris
CREATIVE DIRECTOR Stefan Gabel

HODSOLL McKENZIE

PHOTOGRAPHY Georg Roske
STYLING Berit Hoerschelmann, Liganord Agency
DESIGN DIRECTOR Frederike Wincler

ARDECORA

PHOTOGRAPHY Didier Delmas
except bottom of page 32: Alexis Armanet
STYLING Virginie Lucy-Duboscq
DESIGN DIRECTOR Katharina Schmitter

TRAVERS

PHOTOGRAPHY Giulio Ghirardi
STYLING Sarah de Beaumont
ART DIRECTION Cakedesign, Paris
DESIGN DIRECTOR Allison Block

ETAMINE

PHOTOGRAPHY Christophe Coënon
ART DIRECTION Cakedesign, Paris
DESIGN DIRECTOR Élodie Delétoille

IMPRINT

ZIMMER + ROHDE GMBH
Zimmersmühlenweg 14-18
61440 Oberursel/Frankfurt
www.zimmer-rohde.com
info@zimmer-rohde.com
Phone +49 6171 632 02
HR Bad Homburg, HRB 5073
Ust-IdNr. DE 812 646 222
Torsten Poschardt,
Geschäftsführung / CEO

ART DIRECTION AND GRAPHIC DESIGN
Cakedesign, Paris

PRINT
FOT Imprimeurs, Lyon

PHOTOENGRAVING
Résolution HD, Lyon

PAPER
Munken Lynx and Artic Volume White,
Artic Paper.

ZIMMER + ROHDE HODSOLL McKENZIE ARDECORA TRAVERS ETAMINE



zimmer-rohde.com