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ETRO Wallpaper Collection

Etro is introducing its first *Wallpaper* collection, created in partnership with Rasch, the renowned German company and wallpaper producer since 1861. The textile tradition at Etro has always involved a passion for decoration, attention to detail and research into the most exquisite fabrics. This partnership is born of a common desire to make use of each company's strengths, with the aim of setting a new benchmark in excellence for the interior design market.

Having "dressed" the interiors with furnishings from the Home Collection, Etro is turning its attention to the walls that surround the home environment with a new project: wallpaper. A careful reproduction of the prints used for the fabrics has opened the door to a new luxurious form of interior design. From time immemorial, humankind has been inspired to adorn the surfaces around them: in all civilisations, the nobility and middle classes have always decorated the walls of their homes with various types of coverings, adding warmth and comfort to their surroundings.

Today, the wallpaper collection includes four prints lifted from the textile ranges, with additional panels in plain colours or stripes, all designed to coordinate beautifully in the sophisticated combinations that have characterised the identity of Etro since its beginnings.

Arnica with its sinuous Kashmir palm motif, is a Paisley design and is the root from which the Etro tradition blossoms; it is an ancient decorative form, rich in history and meaning. It is the design spirit that underpins the brand's own celebrated *heritage*. Through experimentation and technology Etro has skilfully explored and reinterpreted the classic foliage design. Arnica is the Paisley motif that Etro has chosen as the iconic expression of their style, and is available in six colour choices.

Jovis is an antique effect brocade fabric with an uncluttered foliage motif, which exquisitely combines a reinterpretation of the sophisticated 18th century textile arts of Caserta against the modernity of a gold background. It takes fifty colours to create the gradual shading effect that produce its exceptional three-dimensional feel. It is available in four colour choices.

Leucio, available in six colour choices, is a classically interpreted damask fabric with sheen/matt floral designs and an ageing effect both on the background and motifs. The fabric is named after the small village of San Leucio, near to Caserta.

Clorinde is a patterned damask fabric with floral motifs; the contrast in lustre between the pattern and its background adds richness and depth, while its distinctive floral design is light and unpretentious. Available in five colour choices.

This first collection will have its preview launch at the "Maison & Objet" trade show to be held in Paris in January 2017.