



PRESS RELEASE

Hot off the heels of Milan, HOSOO is excited to announce the launch of its novelties collection at ICFF in New York, May 18-21, 2013

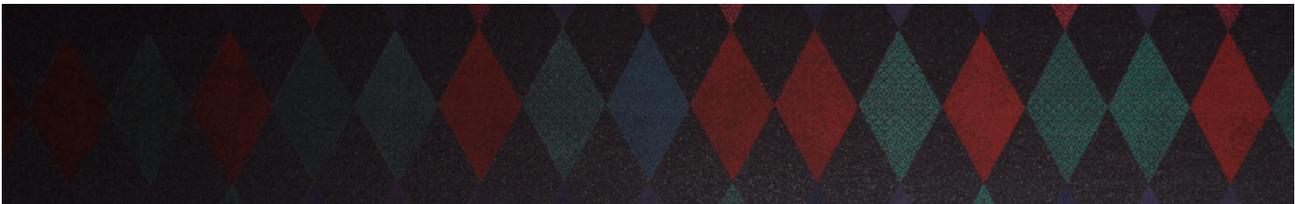
Jacob K. Javits Convention Center NY
Japan Pavilion
Booth#940

About HOSOO

HOSOO is a Kyoto-based textile company founded in 1688 and specialised in superior quality fabrics for high-end interior design and fashion. HOSOO's history can be traced back to the Kyoto silk industry of the sixth century and the company is today widely acknowledged for its exceptional skills within traditional Japanese three-dimensional weaving techniques and for applying richly textured Nishijin weaving to contemporary design. With a distinct focus on craft and quality, all textiles are manufactured at HOSOO's Kyoto facility and workshop. References include Dior and Chanel boutiques worldwide by Peter Marino Architect (US), the Hyatt Regency Kyoto Hotel by the interior design practice Super Potato (JP) and Japanese fashion designer Mihara Yasuhiro.

The novelties collection

The HARLEQUIN collection by HOSOO is a reflection of the classic geometrical Harlequin pattern widely known in the western world. The pattern has enjoyed great popularity over many decades and has been featured in many variations and in many different settings. The unique vision behind the design is to apply Nishijin weaving and a rich colour palette to give the fabric a three-dimensional feel and offer a bold and contemporary new interpretation of the classic Harlequin pattern where the graphic look plays with a sense of light and shadow. The HARLEQUIN collection, designed by Danish design studio OeO for HOSOO, is rich and tactile in texture and distinctive in style and is available in three colour combinations.



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