

HOSOO CO.,LTD.

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Press Release

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HOSOO SUPERIOR FABRICS ON SHOW AT STELLAR WORKS DURING THE MILAN INTERNATIONAL FURNITURE FAIR, 17-22 APRIL 2012

BREAKFAST EVENT: WEDNESDAY 18 APRIL FROM 9-11 AM

Japanese textile brand HOSOO is pleased to announce its collaboration with STELLAR WORKS, a contemporary design brand hailed for its cross-culturally inspired design universe and commitment to craftsmanship.



Building on its celebrated legacy, HOSOO develops superior quality fabrics for high-end interior design and fashion houses – fabrics that revisit and reapply time-honoured Japanese weaving techniques to create sophisticated contemporary fabrics. On road for international expansion, HOSOO now presents their exclusive novelties collection at this year's Milan International Furniture Fair as part of the Stellar Works design universe created by internationally acclaimed designers who share a vision for cross-cultural style investigation and for rediscovering the qualities of natural materials and traditional craftsmanship.

Stellar Works' commitment to Japanese arts and craft is highlighted by the use of the ULTRAVIOLET fabric in the new LAVAL Collection, which aims to reinterpret the French style tradition to reflect the poetic simplicity of Japanese and also Scandinavian aesthetics. Created from silk and washi paper using a traditional weaving technique, the ULTRAVIOLET fabric features a three-dimensional pattern that draws playful inspiration from the structures of nature often hidden to the eye, adding a fascinating dimension of beauty and life. ULTRAVIOLET, designed by Danish design studio OeO, is distinctive and intriguing in style and rich in texture and is available in two dual-tone colour combinations.

About HOSOO

HOSOO can trace its history back to the Kyoto silk industry of the 6th century and is today widely acknowledged for its exceptional skills in applying the traditional three-dimensional weaving technique and rich textures of Nishijin (Kyoto) to contemporary designs. Nishijin-ori is a special yarn dyeing and weaving technique developed over 1,200 years ago and used for garments such as kimonos, which were popularized by the nobles of the Imperial Courts of Kyoto, the samurai class and rich merchants. HOSOO fabrics are today integral to a wide number of high-profile interior and fashion houses. References include Dior and Chanel boutiques worldwide with interior design by Peter Marino Architect (US) and the Hyatt Regency Kyoto designed by Superpotato (JP) and are furthermore used by Mi-harayasuhiro in his 2012 men's collection.

HOSOO fabrics are featured at the STELLAR WORKS showroom in Porta Romana from 17-22 April at:

Galleria Cartiere Vannucci
Via A. Vannucci 16
20135 Milano
Metro MM3 Porta Romana

Opening hours: Every day from 10 am to 7 pm



For further information, interviews and images, kindly contact:

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