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Press Release

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HOSOO – ASPIRATIONAL AND SOPHISTICATED FABRICS

Japanese textile brand HOSOO, established in 1688, continues its international expansion and is excited to announce the launch of its novelties collection at Maison et Objet in Paris from 20-24 January 2012.

THE NOVELTIES COLLECTION

The new fabrics collection from HOSOO reflects the company's strong commitment to traditional Japanese weaving along with its passion for developing modern, contemporary fabrics for the international market. The designs push the boundaries of traditional weaving techniques to create intriguing, sophisticated and aspirational fabrics for both interiors and fashion. The designs are international in look and style and offer a rich colour scheme, ranging from dual-tone to multi-tone and from subtle to expressive. The fabrics draw their inspiration from the structures and patterns of nature, adding new dimensions of beauty and life. Select styles are designed by the design bureau OEO to ensure that the collection reflects bold new conceptual thinking and international perspective.

BUILDING ON LEGACY

Building on its celebrated legacy, HOSOO develops superior quality fabrics for high-end interior design projects and fashion houses. HOSOO can trace its history back to the Kyoto silk industry of the 6th century and the company is today widely acknowledged for 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 1200 years ago and used for garments such as kimonos and popularised by the nobles of the Imperial Courts of Kyoto, the samurai class and rich merchants.

HOSOO REFERENCES

HOSOO fabrics are integral to a wide number of high-profile interior and fashion designs created by highly acclaimed international architects and designers. References include Dior and Chanel boutiques worldwide by Peter Marino Architect (US) and the Hyatt Regency Kyoto with interior design by Superpotato (JP). New projects under development include collaborations with highly acclaimed fashion houses such as Miharayasuhiro (JP) for their 2012 men's collection presented in Paris.

Note to editors:

The HOSOO novelties collection will be exhibiting in Hall 7, Stand K157, at Maison et Objet in Paris, from 20-24 January 2012.