

FABRICS | ALEX

Colour play for offices and apartments

Création Baumann launches the upholstery fabric “Alex” in 50 colours



Alex 1



Alex 3

Création Baumann supplements its upholstery fabric collection with the fabric “Alex”. The basic item is available in 50 colours – from neutral beige to trendy pistachio; positioning the Langenthal based textile company from Switzerland as an upholstery fabric specialist for residential and contract sector furnishing, that is much in demand.

Irrespective of whether upholstery fabrics are used to upholster sofas and arm chairs at home or as curtaining for large open plan offices – beautiful fabrics enhance the sensuous quality and comfort in dwellings and at work. The fabrics’ impact is akin to that of wall colours: a little effort goes a long way – new fabrics can bring about big transformations.

“Alex”, the new upholstery fabric from Création Baumann presents itself as a master of transformation, enhancing the quality of life and comfort, both at home and in the contract sector. The Swiss textile company offers the new product in a great diversity of colours. The colour palette ranges from the classic to the modern, encompassing 50 colours – including a large number of neutral tones, along with shades of blue and turquoise as well as new colours, such as pistachio. Gold and rust tones generate elegance and warmth in interiors, whilst aubergine, coral, mauve and a grey pink set contemporary accents.

The heavy upholstery fabric in Trevira CS is offered with three foundation qualities: white, a light and a dark mottled base. “Cross-dyeing of the different coloured foundation weaves allowed us to develop a complete colour series”, explains Eliane Ernst, the product manager. “The colour effect of the overdyer is different in each foundation quality.” A white foundation results in rich, sumptuous colours, whilst a

mottled version with light shades creates soft, broken tones and a mottled base with dark colours, depth. A symphony of blended tones. The fabric is strong and extremely hard wearing, and yet, soft to the touch; making it suitable, not only for use as an upholstery fabric for office chairs and lounge seating, but also as a heavy curtain fabric whose high degree of sound absorption values is particularly in demand for large open plan offices. All shades of colour blend harmoniously with each other.

The fabric “Alex” whose colours are all available from stock, rounds off the upholstery collection of flame-retardant and easy care textiles by Création Baumann. The company offers a broad width of furnishing fabrics – from bouclé and velour weaves to three dimensional knit and wool fabrics, from clearly defined to organic textures and from the classic to the ultra modern. The broad range introduces comfort and well-being into the residential and professional interior – with aesthetics and colours and the way they feel.

“Alex”, the upholstery fabric from Création Baumann will be available from specialist outlets from January 2015.



Alex 2



Alex 4

All images and press releases are available on www.creationbaumann.com / media

Copyright: Création Baumann, www.creationbaumann.com