

## FABRICS | FOCUS

### Swiss creation in focus

*“Focus”, the curtain fabric from Création Baumann focuses on what is essential.*



Focus\_2



Focus\_3



Focus\_7

*Made in Switzerland: With “Focus” the textile specialist from Langenthal is launching a new basket weave in 50 colours. All manufacturing processes from yarn production to the finished fabric are subjected to Création Baumann’s high quality and innovative textile production. The comprehensive colour palette encompasses the entire spectrum of neutral tones, accent colours and Nordic inspired hues. The timeless ‘Basic’ harmonises beautifully with contemporary architecture.*

Irrespective of whether they are destined for offices, hotel lounges, hospitals or homes for the elderly, modern buildings attach importance to clear lines and minimalism. The spacious designs of contemporary architecture can be enhanced with the right textiles. Création Baumann, the Swiss textile specialist from Langenthal, launches a new curtain fabric which injects public interiors with naturalness and ambiance and complements architecture with clear and unfussy aesthetics beautifully.

The opaque curtain fabric closes a gap in the range. The new ‘Basic’ merges and blends harmoniously into its environment. Use of smooth twisted yarns in diverse colours confers archetypal weave characteristics to “Focus”. This effect and the clear statement of the materials make it unfussy and suitable for diverse applications. “The fabric does not thrust itself into the foreground rather it assumes the colouring of an interior”, explains Eliane Ernst, Création Baumann’s product manager.

In developing the product of the flame-retardant Trevira CS fabric in a 300 cm wide width, the design team leant on its many years of textile expertise. In Langenthal, everything from design development to the production of fabrics and the distribution of products is under the control of the family enterprise. „The short lines of communication and production allow us to optimise every weave right to the last detail“, says Eliane Ernst.

The diversity of combinations of the new 'Basic' is illustrated in the colour palette of 50 shades, it includes factual cool shades, warm glowing tones and vivid accent colours. Pastel hues such as a delicate blue, pale pink or lilac generate a contemporary Nordic freshness and lightness. The attractive two tonality is shown off to best advantage when the item is used for curtaining with pleats and, depending on colour setting, generating a sumptuous to shimmering depth of colour. The fabric captivates with a soft feel and beautiful draping. Material intensive processing bestows the fabric with a liberal volume which is shown off to great effect when in use.

The timeless, enduring fabric was conceived along sustainable concepts, as are all fabrics from the house of Création Baumann. "Focus" is manufactured using exalted technical and ecological standards.

*All images and press releases are available on [www.creationbaumann.com](http://www.creationbaumann.com) / media*

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