

création **baumann**

CRÉATION BAUMANN LINE

NATURA-collection – 125 years of tradition and innovation

Jubilee collection by Création Baumann

At the beginning, there was the linen cloth. Because the success story of Création Baumann in Langenthal in Switzerland started in 1886 with the weaving of linen. Today, 125 years later, the former weaving mill has evolved into a leading international enterprise for high quality décor fabrics and interior shading systems. The company is still family owned –and is now under the leadership of the fourth generation. The textile virtuosos from Langenthal are reaching the nerve pulse of our time with the jubilee collection: high quality natural fibres embody a trend in architecture and design - a yearning for contemporary naturalness.



The “Natura” collection showcases Création Baumann’s design team exceptional and instinctive feel for contemporary trends in design. The motto is ‘the return to a natural life style’. In a globalised world, authenticity, longevity and quality are increasingly gaining in importance; high quality and natural materials are celebrating a comeback. It is the right time for a collection that consists of around 90 different fabrics in pure natural fibres and blends. With silk, cotton, linen and wool – the fifth edition of the “Natura” collection is as multifarious as never before.

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The exquisite, light cotton fabrics – some of which feature costly crepe effects - make a purist statement using Japanese elements. Another series based on pure linen goes back to its own roots, fascinating textures and elaborately produced surfaces lend the textiles high class elegance. The weaves in wool and wool blends are soft and refined, with a classic weave texture that gives them a masculine look.

From the individual fibre to the finished product, the textile experts from Création Baumann make it a point of honour to ensure that the collection does credit to its name and that close to nature is more than just a question of the design. Natura fabrics are manufactured exclusively from sustainable raw materials. This makes a discernable contribution to looking after resources but also to people's well being for all who set store by how Natura fabrics feel.

All textiles have been awarded an Öko-Tex 100 certificate. This means that they are 100% free of noxious substances. The high quality guarantees the longevity of the products.

With the "Natura"-collection the textile experts from Langenthal revert back to one of their core competencies: the production of natural materials. The extensive palette of manufactured enduring natural fibres, not only encompasses the breath of 125 years of expertise, creativity and the latest technologies, it also demonstrates that 125 years of Création Baumann represent a successful symbiosis of tradition and innovation.

The new "Natura" collection is available from specialist outlets from January 2011.