

studio

by MARVIC

PRESS RELEASE

Marvic Textiles launch a new brand 'STUDIO by Marvic': new fabrics for a new audience

British fabric designers and makers Marvic Textiles are broadening their portfolio to launch a new brand to be known as **STUDIO by Marvic**.

STUDIO fabrics will retain all the attributes of classical Marvic fabrics, but project a **contemporary, fresh and younger aesthetic**, at a **more accessible price point**. In look and feel they diverge significantly from the core collections but retain all the **quality** and **attention to detail** for which Marvic is known. Recommended retail prices will range from **£40 –£55 per metre**.

With the intention of rolling out further collections biannually, STUDIO by Marvic launches this summer with two key collections: **AZURE** and **ELEMENTS**.

AZURE

The fabrics within AZURE include **3 prints** with **3 accompanying weaves** in a bright, vivacious colour palette. Inspired by the **decorative patterns** and **vibrant hues** of **Mediterranean ceramics** the designs are varied yet complementary. Fabrics are available in a mixture of colours, you can choose from **honey, apple, indigo, opal** and **coral** tones:



studio

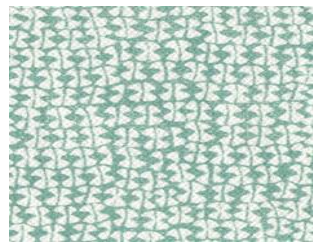
by MARVIC



Capri – a floral silhouette pattern printed on linen union and ideal for drapery, blinds and upholstery.



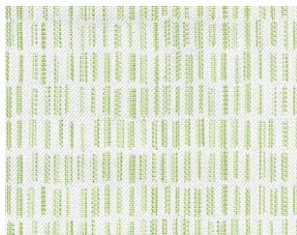
Positano – a small scale, monochromatic trellis design on a textured cotton/linen with a soft finish. Ideal for drapery, blinds and upholstery.



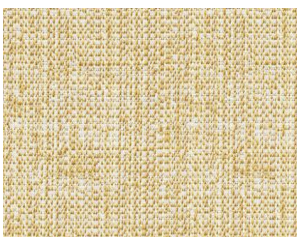
Amalfi – a simple geometric design featuring a roulette pattern on textured cotton/linen. Ideal for drapery, blinds and upholstery.



Ravello – a subtle, linear trellis weave in cotton/nylon. Ideal for drapery, blinds and both domestic and contract upholstery.



Ischia – a crisp, linear weave with a raised, strié pattern woven in a cotton mix. Ideal for drapery, blinds and both domestic and contract upholstery.



Sorrento – a woven design featuring strié yarns in an interrupted textured pattern. Ideal for drapery, blinds and both domestic and contract upholstery.

studio

by MARVIC

ELEMENTS

This collection is designed to both complement and contrast with the fabrics in the Azure collection. Again evoking the Mediterranean, fabrics in the Elements collection take inspiration from the **natural hues** of the sun kissed landscape of the **Riviera**. **Neutral, earthy** tones with **subtle designs** distinguish 3 contemporary **linens** within the collection all of which are ideal for drapery:



Bora – a subtle, striped design evoking striated rock formation. Available in pebble and mushroom.

Mistral – a lightweight linen plain with a soft tumble finish, in 4 neutral tones – chalk, pebble, seafoam and prussian.

Sirocco – a luxurious silky plain blending polyester warp with slubbed linen to create an iridescent effect. Available in a palette of 5 colours: mushroom, willow, aqua, malachite and heather.

STUDIO by Marvic will be available from selected global stockists and the Marvic Textiles Showroom at Chelsea Harbour from Summer 2020.

For more information, please contact: **Tonia Freyer, tonia@marvictextiles.co.uk**