

# 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:



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



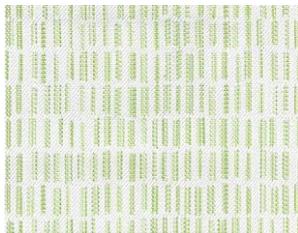
**Positano** – a small scale, monochromatic trellis design on a textured cotton/linen with a soft finish. Ideal for drapery, blinds and upholstery.



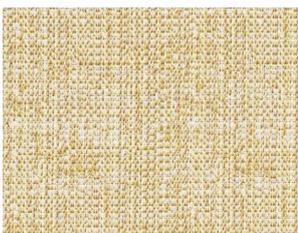
**Amalfi** – a simple geometric design featuring a roulette pattern on textured cotton/linen. Ideal for drapery, blinds and upholstery.



**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.

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## 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.**

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