



Fagnano Olona (Italy), November 2017 - At Heimtextil, Bellora presents two new fascinating Home collections: **the 2018 Spring Summer collection and the new 2018 2019 Fall Winter collection**. Bed and bathroom collections and accessories take inspiration from the colour trends and fads of the Fashion world, revisiting and adapting them to the items that dress and personalise the Home, creating products that, as those seen on the catwalk, are designed to be admired and enjoyed.

2018 SPRING SUMMER COLLECTION

As seasons go by, the expectation for warm temperatures meets the desire to surround ourselves with colours, bright patterns, dream atmospheres and natural fabrics, to enjoy our home and free time, totally dedicating ourselves to wellness and style. Mediterranean inspiration, tropical tastes, Oriental atmosphere. Bellora new 2018 Spring Summer collection is an imaginary journey around the world. A journey that comes to life in 5 different colour coordinated moods that create atmospheres with great personality, in perfect Bellora style.

RENAISSANCE STILL-LIFE (cyclamen and aquamarine)

An atmosphere of light and colour, inspired by part of Italy's Renaissance paintings. Colours and floral patterns project the idea of lightness and airiness and aim to represent the freshness of Spring, evoked by Botticelli. The colours at the centre of this MOOD are an intense and decisive cyclamen pink and a fresh and impalpable aquamarine. A bed made in pure linen, with a large bunch of roses as its main feature (VENUS collection), accompanied by a small bud design (CALLIOPE). The ensemble is complemented by the wide striped, yarn dyed SPRINGTIME. The intensity of the cyclamen colour is expressed by SAGE (garment dyed, stone washed pure linen), the STONE bedspread (garment dyed, stone washed pure cotton waffle piquet) and the PANAMA decorative pillows, made in upholstery fabric, a blend of cotton and linen. The set is accompanied by a new bedspread, DUST, in garment dyed and stone washed pure cotton jacquard, and by BLOOM (throw and decorative pillow), in stone washed pure cotton waffle piquet, offered in aquamarine colour. The bed is completed by two products borrowed from the Bellora Permanent Collection (THE COLLECTION): the BASIL collection, white soft touch pure linen, and Vichy, the bedspread in pure cotton matelassé, also white.

MUGHAL FLOWER (dusty blue and lime yellow)

A bed inspired by Indian miniature paintings, rich with colours and patterns borrowed from the great Persian miniature school of the 16th century, with an unusual choice of colours: dusty blue and LIME yellow. The flower that characterises the bed is a peach flower (BUTTERFLY), a Bellora original design with some very clearly defined parts, evanescent and fading in the back ground. Proposed on cotton printed percale, presented on either a white or a dusty blue background: the BUTTERFLY collection can be combined either with the wide-striped EMPIRE, made in yarn dyed pure cotton, or with the thin-striped MARBLE, both defined by a soft and embossed effect. The ensemble is completed by the GREGORY collection – a Bellora classic – in garment dyed and stone washed pure cotton percale, offered in blue; STONE, the bedspread in coordinated blue colours; DUST, the dusty blue bedspread (garment dyed and stone washed pure cotton jacquard); and finally, BLOOM (throw and decorative pillow, in stone washed pure linen waffle piquet), offered in LIME.

TROPICAL LIFE (orange and jungle green)

This bed is inspired by the tropical jungle and especially by the flower that typically grows in equatorial climates: the orchid, the main feature of the bed (TROPICAL design), printed 300TC pure cotton sateen, offered in two different colour versions: orange on a white background and natural on a green background. The bed has two main colours: orange, with nuances ranging from intense to light, and jungle green. TROPICAL is combined with RATTAN, which features a small geometrical pattern, printed on cotton sateen, offered in both an orange and green variant. The ensemble is

Bellora®

since 1883
M I L A N O

complemented by colour coordinated accessories: STONE, the bedspread, in stone washed pure cotton waffle piquet, in army green; BARRY, the bedspread in pure cotton waffle piquet, offered in the natural variant; and DUST, the bedspread in garment dyed and stone washed pure cotton jacquard, also in the natural variant. The PANAMA decorative pillow is an intense orange.

DESERT MIRAGE (sand, ivory and grey)

Sand, ivory and grey define this bed. Inspired by desert light: its chiaroscuro effects and its shadows. A totally natural MOOD. DESERT is an exquisite, finely-finished cashmere pattern. Printed on pure cotton percale, available in two variants: the multi-colour version and the delicate sand coloured fine-thread version (MIRAGE). DESERT can be combined with OASI (stripy yarn dyed cotton linen) and ROCK (thin striped pure cotton). The look is completed by the GREGORY collection, in garment dyed and stone washed pure cotton percale, in mud green; STONE, the bedspread in stone washed pure cotton waffle piquet, also in mud green; and DUST, the bedspread in garment dyed and stone washed pure cotton jacquard, in dark dove grey. Also, the throw and pillow, BLOOM, in stone washed pure cotton waffle piquet, are offered in mud green.

SEA LIGHTS (turquoise and blue)

A bed with a strong personality that represents the essence of the Mediterranean spirit: SEA LIGHTS is defined by the intense colours of the sea's different nuances. The alternation of bright turquoise and blue creates the defining ornamental motif (CEFALU'), an irregular, hand-drawn pattern characterised by multiple nuances. The motif is available in the turquoise fine-thread design (FAVIGNANA). SAGE (stone washed, garment dyed linen) boasts great colour intensity; it is offered in turquoise and blue. Also, the STONE bedspread and the cotton linen upholstery fabric of the PANAMA decorative pillows are offered in turquoise. The mood can be combined with the BLOOM collection (throw and decorative pillow in stone washed pure linen waffle piquet), in blue; and BARRY, the white waffle piquet bedspread (borrowed from the Bellora Permanent Collection).

The Spring Summer collection extends to include the **bathroom**, which has its own dedicated collection, offered in the same colours as the beds, for a total look that endows the home with elegance. For this season, the Apino towel collection (garment dyed pure cotton waffle piquet) is offered in aquamarine, navy blue, denim blue, mud green and white. Apino is offered in the same colours as the VIC bathrobes, made in garment dyed, soft hand pure cotton, available for him, with a hood, and for her, with shawl collar.

The Spring Summer collection also includes exclusive beach and swimming pool accessories: MILOS beach towels. Available in different distinctive colours (orange, blue, mud green and lime yellow), the towels are made in garment dyed and stone washed pure linen with a cotton waffle piquet border and Bellora embroidery. A product of great quality and appeal for your free time.

AUTUMN WINTER 2018 2019 COLLECTION

For the 2018 2019 winter season, the Bellora collection is enriched with four new moodss characterized by modern and sophisticated colors. The color combinations, studied and proposed following the most current FASHION and HOME INTERIOR trends, define the various products. The proposal ranges from damask linen - precious and garment died - to yarn-died with a contemporary character; from the patterns printed on the different fabrics (linen blend, cotton twill, cotton percale and cotton satin) to cotton flannel, warm, light and refined. It all creates a pleasant and very current "mix and match" where color and matter are integrated and expressed at their best.

Bellora®

since 1883
M I L A N O

NEW ARCADIA (Petrol blue and burnt)

Two colors are at the center of this collection called NEW ARCADIA: an intense PETROL BLUE and a bright BURNT color. The atmosphere that resonates is linked to the classic: the TOILE DE JOUY, a historically identifying product of Bellora. The main patterns of the bed, the GEA and ARCADIA collections, are Toile de Jouy designs, both taken from the Bellora Historical Archive and updated in color combinations. They are characterized by a delicate thread design that traces “genre” scenes printed on soft linen blend fabric (52% linen/48% cotton): GEA printed on a natural linen blend is characterized by a thread design; ARCADIA reinvented with a color background that reproduces a “herringbone” pattern, it is printed on a natural white blend. Both are coordinated with the WOOD yarn-died line, in mélange cotton with insertion of pure linen threads. The colors that substantiate this MOOD (PETROL BLUE and BURNT), are fully expressed in the GLOW collections, in a linen blend printed with a “herringbone” weave and then garment died; in RAY, pure cotton honeycomb on the front and pure cotton percale on the back, garment died and stone-washed; and finally in the new product expressed by the FLAME collection, a precious pure jacquard damask linen, made current by the garment dye that enhances its softness.

BLOOMSBURY (Pink terra cotta and military green)

The mood is inspired by the Bloomsbury Group, the famous group of British artists and intellectuals, active in the early '900 (prominent exponent was the great writer Virginia Woolf) who used to move from the famous London district to the East Sussex countryside. Here, at Charleston Farmhouse, it created a real literary salon in the sign of total nonconformity, compared to the intellectual and social standards of the time. And it is a quiet atmosphere of English country house that echoes in this MOOD, reinterpreted in a contemporary key with the combination of MILITARY GREEN, blended with PINK TERRA COTTA that softens its presence. The main reason for the mood is the CLARISSA collection: a large bouquet of roses (from the Bellora Historical Archive) printed on a soft, pure cotton twill, following the shades of the two main colors of this MOOD. CLARISSA coordinates with the small rose of the MURIEL design (also from the Bellora Historical Archive) also printed on a pure cotton twill, and with ERIKA, which re-proposes the large bouquet of roses printed on natural linen blend. The soft yarn-died mélange flannel of the CAMARGUE design, in light military green color, is combined with the pattern. As a choice of style, color: fully expressed in the two variations of the collection, color becomes the protagonist in the RAY collections, in pure cotton honeycomb on the front and pure cotton percale on the back, garment dyed and stone-washed; in the GREGORY collection, in pure cotton percale garment died stone-washed; and in the FLAME collection in precious pure jacquard damask linen that, in the two colors pink cotta and military green, acquires an extremely contemporary character.

MINIMAL ROMANCE (Pastel pink and anthracite grey)

A rarefied atmosphere, extremely delicate, is expressed in this MOOD from the chromatic, impalpable and refined combinations of certain contemporary paintings (such as still life of the Italian artist Giorgio Morandi, apparently the same in the subjects, repeated endless times and surprisingly different in terms of light and shade and unusual color combinations). A PASTEL PINK, carnal, and an ANTHRACITE GREY reinvent an interweaving of roses and buds (SILENCE collection): pastel pink background, grey leaves and branches. The design of the rose is totally veiled, evanescent. In coordination with SILENCE is the MINIMAL design, rigorous geometric “tie-like” motif revisited with pastel pink and anthracite grey. Both printed on pure cotton percale. The collection is completed by the MEMORY design, a refined square pattern yarn-died in pure cotton mélange, with a very soft, cascading and warm hand. As a choice of style also in this collection, the solid color in this mood expresses an extremely contemporary character in ANTHRACITE GREY of the RAY collection (pure cotton honeycomb on the front coupled on the back with pure cotton percale, garment died and stone-washed) and, above all, of the FLAME collection, a precious jacquard damask linen proposed here in the decidedly modern and innovative anthracite variation.

Bellora®

since 1883
M I L A N O

NOCTURNE (Blue and taupe)

A NIGHT BLUE, deep and mysterious, combined with a neutral color, TAUPE, characterize the designs of this MOOD. MOON is a bouquet of flowers of great visual impact coming from an original design in oil and made light by the tones of natural colors. MOON gently leans on a blue background, a night sky that stands out delicately by contrast with the delicate bouquet of flowers. To complete the mood, the rigour of the MYSTIC stripy pattern, in the two variations of night blue and taupe. The collection is completed with ONICE (design in the continuous THE COLLECTION) in pure 300TC satin, proposed here in the coordinated BLUE NIGHT color. FLAME (pure damask linen) also present in this collection, dilutes the depth of blue and is colored with a soft, natural TAUPE.

The four moods are integrated with the JACKSON collection with a young and dynamic character, in pure mélange cotton jersey in 4 different colors (grey, taupe, petrol blue, military green) that are color-coordinated with the 4 different moods of the Autumn Winter collection.

The collection is further embellished with a series of coordinated cushions and throws, transversal in different moods. MOLLY, decorative throw and cushion in pure cashmere proposed in three versions of dark grey, taupe and ivory; STIRLING (classic Scottish throw) and CREWE (in solid color) both made of precious baby Alpaca wool and finished with fringes. They are proposed in grey, taupe and caramel color variations; TWIST, throw characterized by a two-tone weave of threads in alpaca and wool blend, proposed in 3 variations: pastel pink, sage green, grey. GEM, pure linen honeycomb throw yarn-died in soft hand, proposed in 2 colors: grey/taupe and blue/grey

The collection is also extended in the FIOCCO and APE bathroom collections in shades with the 4 bed moods for a total look that decorates a trendy home. Alongside the continuous pastel pink, ecru and ocean blue colors, the Ape and Fiocco collections see the introduction of two new seasonal colors: ANTHRACITE grey and GREEN.

Bellora at Heimtextil Stand C60 | Hall 11.1

Press Office Bellora: for all press related enquiries, please contact
Francesca Frontoni – email ffrontoni@bellora.it
Tel. +39 0331 616231

www.bellora1883.com

Facebook, Instagram, Twitter, Pinterest, You Tube “Bellora1883”

Linkedin – Giuseppe Bellora srl

Tag #bellora #bellora1883