

HOME

is where the heart is

ESPRIT

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ESPRIT HOME – WINTER COLLECTION 2014

Press Release

Ratingen, July 2014. Buenos Aires, Palma de Mallorca, Cape Town – once more Esprit home ventured out on a journey around the globe of interior design. Now, it's about time for some serenity, calmness and a new collection that is dedicated to the Scandinavian winter.

Stockholm: The power of tranquillity

Stockholm shows the world how exciting it is to be just a tad more at ease than other metropolises. Especially in winter time, when snow coats the streets like a layer of deliciously cool, sugary frosting, the city turns more introspective. This goes for the grand splendour of the city's centre as well as for the Södermalm island. "Söder", as the former workers' quarter is now called, is home to the city's younger and creative side. It's a trendy area, no doubt. And yet it begs to differ. It's not as quirky and not as posh. Think more dreamy, quiet and at times almost romantic and you get the picture.

With their high ceilings, large windows and lavishly sized rooms, the apartments around Götgatan are meant to be drenched in the light of the winter sun. Everything is set out to gleam and shine, the floral watercolours of the "**Susa**" **cushion cover** just as much as the "**Stockholm**" **wallpaper** with its Scandinavian turn on origami patterns. And speaking of colours and graphic shapes, the block stripes of the Nepalese "**Casual**" **capret** and the large checks of the "**Relax**" **cushion cover**, designed in particularly soft and natural shades, cater to the overall "less is obviously more" attitude.

Dreams and imagination

During winter nature withdraws to gather new energy? But, not when it comes to Esprit home. Here, imagination is already in full bloom long before the first signs of spring. The pale floral prints of the "**Icy**" **cushion cover**, the "**Dreams**" **curtains** and the "**Dream flower**" **carpet** create a world that appears to be painted in watercolours. The "**Texture**" **cushion** blends structures instead of colours, so the head can rest on a finely woven mix of materials. Ideal conditions for many beautiful daydreams.

About Esprit home

Since 2006, the Esprit home collection has been offering lifestyle products that add an individual touch to every living space. Through its successful collaboration with expert licence partners, Esprit home comprises a comprehensive interior portfolio full of unique living ideas.

High-resolution image material is available from the new Esprit home media office:

Blume PR GmbH & Co. KG, Leverkusenstraße 54, 22761 Hamburg, Germany

Claudia Bäumlér

t + 49 40 870893-59 f + 49 40 863669

e claudia.baeumlér@blume-pr.de