



Creating Textile Values

NEWS ON IMM 2019

VIBRANT INNOVATION & INSPIRING INSIGHTS

At IMM 2019, rohi will creatively showcase the full range of the fabric manufactory's expertise. The centre of attention will be MICA, a modern fabric innovation. At the same time, the new stand concept in the Design Post inspired by MICA also impressively highlights the broad diversity of the entire rohi collection. The presentation will be rounded off creatively and conceptually with matching unique carpets from the 13RUGS range, logically made from selvedges of the new MICA fabric.

SOPHISTICATED & MODERN: NEW FABRIC MICA

In this year's innovation, MICA, rohi presents a modern, vibrant fabric with a confident character. It impresses with a sophisticated, casual overall look, made of quadruple twisted yarn. The playful, almost random structure gives the fabric a vivid evenness and embodies a very modern interpretation of elegance and vigour. It's a cosy, warm fabric with a pleasant feel and the potential to become a classic of tomorrow. The range includes 30 colourways, ranging from natural sand, stone and earthy shades right up to vibrant, confident colours with vivid light accents.

INSPIRING & COLOURFUL: SHOWCASING THE OVERALL COLLECTION

The new stand concept in the Design Post is inspired by the new MICA fabric: relaxed, modern, playful. The key elements are circular shapes of varying sizes, reminiscent of flickering colours and lights, for example in the skylines of big cities. All circles feature consciously casual padding with a range of fabrics from the rohi collection. Again and again, the new fabric MICA is the centre of attention combined with fabrics from the 7 other rohi collections. That not only shows the extremely wide range of colours in the varied rohi world, but also the role MICA plays as a strong newcomer and as a link. The sophisticated, organic multi-coloured nature and multiple accent colours per colourway let MICA harmonise with many rohi fabrics and colour worlds.

CONSISTENT & UNIQUE - UNIQUE CARPETS BY 13RUGS

Three colour-coordinated, unique circular carpets by the 13RUGS label not only round off the overall concept creatively, but also clearly tell another exciting chapter of rohi's overall expertise. All three carpets are made of selvedges from the new fabric MICA. Textile art works for floors are created with intricate craftsmanship and a multi-phase felting process developed in-house. Every carpet tells its own story with colour, design and material – in this case, it is the story of MICA and a perfectly coordinated colour concept. In conjunction with the padded fabric MICA, the trade fair stand will impressively show the overall impact unique carpets from the right selvedges can achieve. A fascinating design approach that is also highly relevant for many of our customers.




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