



Creating Textile Values

NEWS FOR IMM 2020

At IMM 2020, rohi is showcasing its new product – SHAKE – and staging the modern elegance of the new fabric in the style of a fashionable Art Deco bar. The launch of 13RUGS by rohi's new '13/13 REFLECTING COLOURS' collection marks the start of a creative 2020 for the brand.

ROHI PRESENTS ITS NEW FABRIC, SHAKE: SHIMMERING SOPHISTICATION

rohi's new virgin wool fabric SHAKE is an elegant, sophisticated fabric with a refined brilliance. Its characteristic surface sheen makes it vibrant and flowing. The three weft colours, which blend in gently or provide a bold contrast, create a special play of colours, revealing intense effects in motion and light. The iridescent lustre and artful multicoloured effect give the organic structure a modern airiness and nonchalance. A cosy, elegant fabric with a pleasant feel and a versatile look. The SHAKE collection comprises 37 colourways, adding different accents within the curated range of colours.

STAGED IN A NEW ART DECO STYLE

rohi is staging the modern, yet timeless elegance of its new fabric SHAKE in a new Art Deco-style installation. The concept – by design firm formstelle – is inspired by the lavish interiors of 1920s-style bars. Elegant lines, premium materials and warm colours exude worldly elegance and extravagance. The stringent geometry adds a modern statement to the staging. The stand concept not only skilfully showcases the new SHAKE fabric, it is also a wonderful place to relax, with a bar feeling that is both visible and tangible: a contemporary homage to the Golden Twenties in 2020!

13RUGS PRESENTS NEW COLLECTION: 13/13 REFLECTING COLOURS

13RUGS by rohi is announcing special news at the furniture trade fair: the firm is launching its new '13/13 REFLECTING COLOURS' collection at IMM 2020. The collection comprises 13 unique carpets that will be released individually, one each month through 2020. In our world of colour overload, the collection intentionally concentrates on 2 x 13 curated colours. While we are often casual and almost jaded when it comes to colours, the collection focuses on the rare occasions when we experience colours more intensely and consciously: the cool, calming grey of a mountain range, the lush green of a meadow in early spring, the radiant blue of the ocean. With the '13/13 REFLECTING COLOURS' collection, 13RUGS wants to immerse itself in the stories we associate with the colours and bring them to life, spiritually and tangibly. The collection's palette of colours comprises 2 x 13 selvaige colours inspired by nature, and these colours are used exclusively in all carpets in the collection.



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