



THE ROHI NEXT GENERATION – ECLECTIC TEXTILE CONCEPTS

a personalized passenger experience

Imagine you enter the aircraft cabin and everything seems to be “normal” at first glance. But at second glance you discover this special and individualised design on each seat and you will be curious about how your dedicated seat will look like?

We are all individuals! Why should we accept uniform seats? Wouldn't it be lovely to have an individual aircraft seat, too? And wouldn't it even be better if at the same time all the seats could still work in harmony with each other to create a consistent and stunning cabin? Isn't that what we all want?

The rohi design team has explored a completely new approach to the aircraft cabin interior, through the creation of a truly innovative textile concept that allows for much more individual passenger seat dress covers, especially in economy class: An eclectic cabin design – individual, inspirational and sustainable at minimized life-cycle cost.

The innovation is an up to 6,5yd-long design repeat, which is composed of varying patterns, textures and styles that are strung together endlessly and transition-free. Pieces, cut out of the roll and sewn into dress covers, show random sections of the repeat, while the seat covers can be distributed throughout the cabin in any order.

The result? Each seat features an individual segment of the fabric design, which allows for indefinite variants of seat dresses. Although each seat has been given its “own” identity and while the result cannot be anticipated, the overall cabin appearance remains harmonised.

The use of a random cutout also allows maximum application of the fabric ensuring low wastage, reducing its environmental impact. Additionally, the random dressing of the seats with covers featuring only one part number ensures easier logistics for airlines, which also benefit from lower costs. So you can have the best of two worlds – a fantastic design at a very reasonable price that treats passengers as individuals but delivers a cabin with a clear and cohesive identity.

With over 40 years of experience working with leading airlines from around the world, as well as drawing on 80+ years of expertise in high-end domestic interiors, rohi was able to fashion a solution that kept both its airline customers and passengers firmly in mind.

The rohi next generation of eclectic textile concept is more complex than it first appears – it took the rohi design team some time to fully understand the design implications and technical considerations of the concept.

rohi managed this new approach and the result is a product ready to fly and fully certifiable.

Looking for a carpet to go with your new seat fabric? With our partnering firm, ANKER, we will always find the complementing carpet for you.