



## Creating Textile Values

### IMM 2023: ROHI LAUNCHES NOVELTY CLEO

The presentation of the new fabric CLEO, at the Design Post showroom in Cologne, is conceived as an artistic installation. The concept, designed by formstelle studio, is made of pipes for a minimalist yet engaging result that encourages visitors to touch and feel the textiles. When it comes to CLEO, the idea is to first feel, then see, inverting the usual sensorial path going from seeing to touching. The wool specialists have managed to achieve something unparalleled here, well beyond the notorious softness that characterizes rohi's wool collections. It is a newly created finish, a special wash, giving the fabric's surface a nice voluminous feel and a beautiful fluffiness. This innovation is called "SOFT-WOOL-FINISH". The result is a lush, tactile fabric, featuring a hand-woven look and an incredibly harmonious overall pattern. With CLEO, rohi's brand claim and long-standing expertise have once again been given impressive creative expression.

### THE FABRIC'S DISTINCTIVE INCREASE IN VOLUME RESULTS IN AN ASTONISHING DEPTH OF COLOUR

Let's not forget the sense of sight, which usually kicks in first. CLEO's ambition to make wool even softer also ensures a thoroughly handcrafted character: CLEO's three-dimensional structure is further enhanced by the sapient mix of up to four coloured yarns, for a sculptural light effect in each of its 24 nuances. The collection is divided into three colour worlds: non-colours with a design-oriented balance; natural shades inspired by nature like sage, amber or leather; pastel highlights such as pale pink, yellow and light green complete the collection's colour palette for a touch of extra softness.

### WOOL EXPERTISE AS THE ULTIMATE QUALITY ASSURANCE

The use of the finest virgin wool as a naturally renewable raw material has always been and will continue to be rohi's hallmark. Made in Germany. Excellent quality, thoroughly inspected metre by metre as opposed to being randomly checked. Uncompromising care leading to unique product characteristics such as durability, stain resistancy and breathability. The result: CLEO is rohi's softest fabric for the home and contract sectors.

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