

KVADRAT/RAF SIMONS

Since 2014, the collaboration between Kvadrat and fashion designer Raf Simons has brought a fresh sensibility to textiles for the home.

Drawing on his innate sense of style as well as wide-ranging interests in modern art, design, music, graphics and architecture, Raf Simons has developed a distinctive vision for the interior. His bold and sure-handed explorations of colour, texture and pattern have extended across an expanding suite of textiles and accessories created with Kvadrat.

Harmonious colour themes - be they bold, muted or neutral - have built up across the range as it has evolved. Textiles from across the Kvadrat/Raf Simons collection can be used alongside one another to produce richly nuanced combinations within an interior scheme.

Distinctively textured designs include long fibred mohairs reminiscent of sheepskin, short pile velour, and soft irregular bouclés. Bright colours appear as highlights within flecked and thinly striped designs, as well as solid, single-colour textiles and in soft throws. Patterns range from bold stripes to subtle Pointillist-inspired dots. Cushions in a variety of sizes and textiles make it easy to achieve rich combinations of complementary and contrasting elements.

“ I was fascinated by how the colouration and weaving processes in fashion textiles don't have the same limitations as those of furnishing textiles. Working with Kvadrat, we've been translating the subtle colouration and texture that you'd find perhaps in a tweed or bouclé into textiles suitable for use in furniture. Because of the dense weave that is needed for furniture, the colouration becomes even more interesting, with almost a painterly impact.”  
Raf Simons

#### ARGO 2

100 % mohair (pile), 100 % cotton (base)

140 cm wide

8 colours

Upholstery fabric *Argo* is woven from the long silky hairs of the Angora goat, which give an exceptionally soft and lustrous deep pile. As well as bringing an irresistible tactile element to a decorative scheme, the long, glossy mohair fibres catch the light, emphasising *Argo*'s richly textured curls.

A contemporary re-interpretation of the sheepskins, furs and hides used by mid-century modern designers such as Jean Royère and Pierre Jeanneret, *Argo* is named in honour of the mythological hero Jason, who's ship the *Argo* carried him on his quest to find the Golden Fleece. This covetable fleecy textile is available in refined neutrals and modern yellows, pinks and blues.

Woven from top quality natural materials, *Argo* is suitable for very light upholstery, cushions and headboards.

**BALDER 3**

68 % new wool, 26 % cotton, 6 % polyamide

140 cm wide

19 colours

The subtly variegated colours of *Balder* bring an inviting softness to upholstered furniture. Originally designed by Fanny Aronsen and re-coloured by Raf Simons, *Balder* is woven from several different tones of thread in an apparently irregular weave pattern that creates subtle fluctuations in colour across the surface of the fabric.

Ranging from fresh and directional to reassuringly classic and rich, the key colourways of *Balder* are based around greens, greys, purples, pinks and yellow. In some instances the base colour is combined with a top note colour—in one a pink is woven together with a vibrant orange, in another with a vibrant green—with refreshing, but surprisingly understated results.

**BYRAM**

100 % kid mohair (pile), 100 % cotton (base)

140 cm wide

19 colours

Made with pure kid mohair, *Byram* is particularly soft to the touch. A palette rooted in warm, pearly greys recalls a young swan's plumage, and extends into cool and rich grey-blues. Contrast comes from the warmth of primrose yellow and gold, cool forest greens and dilutions of cochineal. Thanks to the satiny sheen of its pile, *Byram* exhibits colour in liquid nuance.

**FUSE**

65 % wool, 23 % cotton, 8 % nylon, 4 % viscose

143 cm wide

10 colours

The densely woven wool and cotton blend of *Fuse* creates a close pattern of ribbed stripes in which the weave creates rows of stich-like patterning. Because the stripes of *Fuse* are fragmented rather than solid, the two colours in the textile meld, creating a subtle mid colour when seen across a larger surface.

This fusing of the colours mellows even apparently sharp combinations such as the autumnal orange on charcoal, or a zesty yellow on beige. It also brings complexity to combinations of forest greens or cream tones. The lighter colourways may include foreign fibers adding to its richness and vibrancy. While the colour palette of *Fuse* relates strongly to those of *Pulsar* and *Reflex*, the almost blended colours of this stripe design allow for particularly rich colour associations when used in combination with other textiles in the collection.

The stripes of *Fuse* run parallel to the selvedge.

HARALD 3  
100 % cotton  
140 cm wide  
30 colours

A closely-woven, very short-pile velour, *Harald* brings the fresh, soft texture of cotton to a directionless velvety textile. The intense colour offered by this matte velour places the focus strongly onto the silhouette of the upholstered object, emphasising its shape and contours.

Originally designed by Fanny Aronsen, *Harald* comes in a new colour palette conceived by Raf Simons offering a particularly large selection of vivid keynote tones, including primrose yellow, burnt orange, raspberry, lavender, aubergine and dark mint green, alongside more natural tones. Harald is a durable fabric suitable for use as curtains as well as in upholstery.

MASAI  
90 % new wool, 10 % nylon  
140 cm wide  
14 colours

A fine, softly draping wool-blend cloth with a very pronounced ridged twill stripe, *Masai* unites glossy jewel shades of emerald, sapphire, quartz rose and deep ruby with mineral tones of granite, graphite, midnight blue and pale neutrals. Graphically bold, the crisp geometry of *Masai* allows for the introduction of strong colours without their becoming overly dominant.

NOISE  
96 % new wool, 4 % nylon  
140 cm wide  
10 colours

With a rich, uneven texture inspired by high fashion bouclé textiles, *Noise* is a striking wool blend in which the strong diagonal stripe is broken up by flecks of sharp or neutral colour. As well as base tones rooted in a palette of subtle biscuit or stone, *Noise* makes a feature of strong colour blends and highlights: neutral tones of black, grey and natural wool are interwoven with hot pinks, electric blues, and fiery reds, or lit up by sparks of turquoise or buttercup yellow.

PILOT

82 % wool, 8 % polyamide, 10 % polyester

150 cm wide

10 colours

This handsome bouclé fabric marries the softness and intense colour of merino wool to the lustre of contrasting yarns. Base colours ranging from soft greys and blues through to cerise, powder-pink and deep orange are flecked with glossy threads of silvery grey, gold, pearlescent white and blue. The effects range from the glamour of a rich charcoal flecked with old gold, to the freshness of a shell pink shot through with pewter.

The nubby texture of a bouclé weave is closely associated with high-end fashion garments. The colourways used in Pilot relate closely to key garments designed by Raf Simons in recent collections. Created by weaving with a combination of tight and loose yarns that leave little loops and circlets on the surface of the textile, the irregularities in surface texture and colour result in a very sophisticated fabric that is none the less suitable for general upholstery.

PULSAR

90 % new wool, 8 % nylon, 2 % polyester

143 cm wide

11 colours

*Pulsar* continues Raf Simons's exploration of bouclé—a soft nubby textile associated with high fashion tailoring—marrying it with the stripe theme to create a pulsing pattern of speckled colour on a single coloured base. Close-to, the pattern reveals the soft, irregularly shaped loops created by the twisted yarns in the bouclé. From further back, a hazy striped pattern emerges in 3cm bands, formed by the greater and lesser intensity of the loops.

The *Pulsar* colourways range from vibrant combinations such as cobalt blue or lemon yellow blends on a red ground, to more closely associated colours, including soft grey or pine green bouclés in a graphite weave. The lighter colourways may include foreign fibers.

The stripes of *Pulsar* run in alternating 3cm bands from selvedge to selvedge.

REFLEX

87 % wool, 8 % viscose, 5 % nylon

143 cm wide

10 colours

The confident stripes of *Reflex* rise above the fabric's flat-woven base, resembling 10cm-wide strips of embroidery executed in a slightly irregular yarn. This rich, soft woollen yarn leaves patches of the base colour visible through the weave, resulting in a sense of depth and complexity in its colour. The wide, clean-edged stripe is both boldly graphic and arrestingly tactile.

In creating the stripe of *Reflex*, designer Raf Simons was inspired by the festive maritime stripe in upholstery used for Franco Albini's *Seggiovia* chair in the 1940s, the artist Daniel Buren's use of stripes in his architectural interventions, and the long heritage of broad stripes in high fashion. The colourways of *Reflex* draw on all these sources of inspiration, offering both bold and subtle variations. At the more graphic end of the range one will find a buttercup yellow base with a stippled camel-coloured stripe, a dark orange carrying a fire engine red, and the clean graphic pop of white on black. Subtle, tone-on-tone colourways include charcoal, graphite, cream, and pale grey. Foreign fibers may appear in light colours.

The stripe of *Reflex* runs from selvedge to selvedge.

#### RIA

84 % new wool, 12 % viscose, 4 % nylon

140 cm wide

15 colours

The use of colour in *Ria* takes inspiration from Pointillism, the painterly technique through which vibrant fields of colour are built up through the application of pure pigment in precise, individual dots. Each of *Ria*'s colourways brings together three tones of yarn. The base of the textile is made up of a thinner, single toned yarn, through which are woven two colours of thicker yarn to create a subtly textured dotting of colour across the surface.

Softer colourways include a duck egg blue ground with tones of primrose and golden yellow; stone with winter white and lavender; and natural wool with dusty pink and pine green. Similar tones play out across darker variations of *Ria*, which are woven with a charcoal base. Bolder versions of both paler and darker colourways incorporate yarns in a true orange and cobalt blue.

As with the optic mixture created by the Pointillists, the fragmented colours of *Ria* created a subtle shimmering effect, which is emphasised by the use of viscose. Continuing the exploration of three-dimensional texture found throughout the *Kvadrat/Raf Simons* collection, *Ria* has an inviting rough texture.

#### SIROCCO

73 % new wool, 27 % nylon

140 cm wide

11 colourways

*Sirocco* is a lightweight wool blend in which the diagonal stripe, while still present, is less assertive. The blended yarn colours create a sense of depth and richness in the surface; where striking tones of tropical orange, buttercup yellow or electric blue dominate. They are tempered by quieter elements and flecks of contrasting colour, while the darker and more neutral iterations of *Sirocco* are enlivened by bursts of lively colour deep within the weave.

SONAR 3

59 % wool, 25 % viscose, 9 % linen, 5 % polyamide, 2 % polyester

150 cm wide

17 colourways

Based on the fine suiting tweeds used in high fashion garments, *Sonar 3* presents a complex and sophisticated mixture of colours and texture. The textile's dominant tones are tempered by the inclusion of complementary and contrasting colours to produce a subtle and elegant overall effect.

Inspired by the distinctive combinations of colour associated with 1950s cinema, fashion and interiors, tobacco browns come spiked with polar white and duck egg blue; three tones of grey are lifted by soft white laced with thin threads of buttercup yellow and black. Powdery greens, blues and pinks take on an added dimension with fine threads of black, white and red.

SUNNIVA 2

58 % new wool, 25 % viscose, 8 % linen, 5 % polyamide, 4 % polyester

140 cm wide

24 colourways

Bringing a painterly use of colour to the interior, *Sunniva* blends colours and surface textures to create a fabric that from a distance appears to be a rich, even tone, but close-to, reveals something more complex. Each colourway in the *Sunniva* range brings together two tones of wool, woven in a fine, flat, tweed-like pattern, and which is given a glossy top note by the addition of a small quantity of polyamide.

The wide range of colours includes a collection of natural woollen tones that have been pepped up with zesty lemons, sherbet pinks and cerise. Blended greys range from the softest blend with a warm pastel pink, through soft neutral greys to deeper blended tones of charcoal shot through with midnight blue. The more intense blends interweave complex tones of orange, and deep pink, indigo and lemon yellow.

VIDAR 3

94 % new wool, 6 % polyamide

140 cm wide

31 colours

Woven from bouclé yarns with a regular loop size, *Vidar* has a deep, tight, large-grained texture that lends itself particularly well to the graphic use of colour in upholstery. Originally designed by Fanny Aronsen, *Vidar* has been re-coloured by Raf Simons, with shades ranging from fresh jade green, raspberry pink and iris blue through to brick and earth tones, and easy neutrals.

The gentle satin surface finish of the weave contrasts with the deep shadowy tones in the depths, giving a multifaceted richness to the intense colours in the range. Tightly woven, without the irregularities of the other bouclé fabrics within this collection, *Vidar* has an inviting texture, which variously recalls blackberries, orange peel or the comforting close-knit texture of a favourite sweater.

#### ABOUT KVADRAT/RAF SIMONS

The Kvadrat /Raf Simons collection brings the acclaimed designer's exceptional sense of style to the home.

Distinguished by the innovative blending of colour and materials for which he is known in the fashion world, Raf Simons' collection of textiles and accessories for the home is by turns sophisticated and playful, and produced to the exacting standards associated with Kvadrat. Conceived as a suite of diverse yet complementary tones, weaves and textures, the textiles and accessories are suitable for use in a wide variety of interiors, and work beautifully together in a multitude of inventive combinations.

The collaboration between Kvadrat and Raf Simons is built on a mutual appreciation for fine craftsmanship. The collection is based on materials that both reflect Kvadrat's commitment to quality, and Raf Simons' refined elegance.

The first Kvadrat/Raf Simons collection received its debut public airing unannounced in January 2014, in an appropriately fashionable setting. Textiles from the collection were used in Raf Simons' highly acclaimed menswear collection in collaboration with artist Sterling Ruby. In 2015 Kvadrat/Raf Simons upholstery designs graced the Paris runway on more than one occasion, when Raf Simons presented his A/W 2015 and A/W 2016 menswear collection, at the Christian Dior Couture show A/W 2014—15 and Christian Dior Ready To Wear A/W 2015.

#### ABOUT RAF SIMONS

Born in Belgium in 1968, Simons studied industrial design in Genk. Inspired by the work of designers such as Martin Margiela, he moved to Antwerp, where the head of the Fashion Department at the city's Royal Academy encouraged him to start his own label without further study. Launched in 1995, Raf Simons menswear—informed both by classic tailoring and youth culture—had a huge impact on the style of the decade.

In 2005 Simons became artistic director of the Jil Sander label, which under his tenure became known for its vital, sophisticated modernism. In 2012 he was named creative director of Dior Women, a position that he held until late in 2015. Chief Creative Officer of Calvin Klein since August 2016, Simons has been awarded Designer of the Year 2017 for both his Menswear and Womenswear collections at the American fashion label.

A passionate collector of contemporary art and modern design, Simons' aesthetic is often informed by his admiration for art and he regularly engages in interdisciplinary collaborations.

**ABOUT KVADRAT**

Kvadrat was established in Denmark in 1968 and has deep roots in Scandinavia's design tradition. Kvadrat holds the leading position in Europe's high-quality contemporary textiles market. We supply architects, designers and private consumers across the world with textiles and textile-related products.

Our products reflect our commitment to colour, quality, simplicity and innovation. We consistently push the aesthetic, technological and functional properties of textiles. In doing so, we collaborate with leading designers, architects and artists, among others Miriam Bäckström, Tord Boontje, Ronan and Erwan Bouroullec, Thomas Demand, Olafur Eliasson, Alfredo Häberli, Akira Minagawa, Giulio Ridolfo, Peter Saville, Finn Sködt, Roman Signer, as well as Patricia Urquiola.

For further information, please contact [press@kvadratrafsimons.com](mailto:press@kvadratrafsimons.com)

[kvadratrafsimons.com](http://kvadratrafsimons.com)