



A.S. Création Press Release

Gummersbach, November 2009



Esprit home wallpaper – Wallpapers full of pop, glam, nature, charm and style

This is already the fifth wallpaper collection presented by the Gummersbach manufacturer A. S. Creation together with Esprit home in Esprit-Look for a lifestyle oriented public. The decoration and colour selection of the wallpapers seem to fit in with the five current style worlds which Esprit home has created for 2010.

Summer love, City glam, World culture, Sweet luxuries and Life Style promise interior styles ranging from fresh, casual, stylishly elegant, naturally urban, charmingly romantic through to puritanical.

Variety of combination is a big thing in these young collections. Many motives are so constructed that through the principle of Mix & Match they can be placed next to one another on the wall. The system which Esprit had already successfully introduced in previous collections and which underlines the uncomplicated concept also plays a sizeable role here in the 2010 Collection: the individual papers are so designed that not only can drops be hung vertically but also horizontally too. This enables particular accents to be implemented and exciting individual room experiences to be designed. All the materials are of high value, non-woven paper. As a consequence of the production techniques, additional embossing effects, high-low and matt-shiny are possible.

Summer love

According to the motto “live, love, laugh“ the interior offers a fresh, young, cheerful atmosphere in which light and positive colours such as grass green, light blue, raspberry and tomato red, dominate. Summer Love plays with designs and colours, at whim, so that the papers don’t present a typical pattern; stripes should be seen as a colourful mix of rhythms which enable unheard of combination possibilities.

City glam

This world is stylish, chic and sensational! The wallpapers form the frame for eccentric furniture and accessories and remain discreetly glamorous. The colours of berries predominate. The tendrilled giant buds are the key motives; graphic structured support the Look.



World culture

The style is natural, urban and cosy. World Culture invites the outside, inside. Warm tones in the papers like green, yellow, brown and orange and designs like giant star flowers, retro-striped patterns and graphic reduction take care to create a modern, relaxed atmosphere.

Sweet luxuries

A modern vintage world: charming, modern and romantic. Light powdery and bonbon colours paired with illustrated flowers, butterflies and birds – irrespective of paper or border create the perfect background for this paradisiacal interior.

Life style

This offers just the right touch of contemporary luxury: sophisticated, authentic and pure. It is a welcoming interior world where quality occupies the key place. This the designs convince by discreet designs and light cream, white and grey tones which give a pure and generous feeling for living: discreet graphic and organic patterns and rather wavy tone-in-tone designs which touch on animal fur.

Collection ESPRIT home 5

Manufacturer: A.S. Création Tapeten AG

Brand: livingwalls exclusive

Duration: 2012

Number of Papers: 74 papers, 7 borders

Material: non-woven

RRP: € 19,95 - € 24,95