



## **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



### **A.S. Création: Better Living II with four new trend themes for the year 2010**

The Gummersbach wallpaper manufacturer A. S. Creation and Europe's largest Living magazine 'Schöner Wohnen' present innovative high value trend themes for the second time. A. S. Creation has been a licensed partner of 'Schöner Wohnen' since 2008. Following the successful premiere of the wallpaper collection 'Schöner Wohnen 1' the cooperation has now been carried further in order to offer customers new lifestyle oriented wallpapers and to orient them to tasteful, current interior design.

Four interior trend themes are reflected again in the design of the new Schöner Wohnen non-woven wallpaper collection.

**Pure Nature** -abstracts nature for the home, with elegant graphic stripes and floral patterns in tones like cream, nature and green. It works as an eye catcher also in combination with grey and metallic.

**Pattern Power** -presents young, trendy patterns. Powerfully swung lines which look like hand painted ones. Stripes are as though drawn by hand; powerful colours are combined with white. The play of positive with negative effects completes the finesse of pattern power.

**Basic White** -classic and interior colour themes are transformed in their complete spectrum from clear white and grey stages through modern natural optics like graphic design and exciting matt-gloss effects until they are stylistically freshened.

**Female Sense** -offers the feminine touch; powdery-make up in colour tones like violet, berries meet on white and grey and cosy up to the interior. You will be cosseted by gentle modern floral patterns.



**Collection** SCHÖNER WOHNEN II Papers

**Manufacturer:** A.S. Création Tapeten AG

**Brand:** livingwalls

**Period:** 2012

**Number of Papers:** 76 Papers, 17 Borders

**Material:** non-woven

**RRP:** € 18,95 - € 28,95



## Brigitte Home

### **A.S. Création is the new licence partner of BRIGITTE Home: five theme worlds begin**

The Gummersbach wallpaper manufacturer A. S. Creation has a new partner: under the licensed brand of the largest and most successful Women's magazine 'Brigitte', A. S. Creation has created together with them a high value collection specially geared to those women who are fashion and textile conscious. At the Heimtextil 2010 in Frankfurt it will be presented formally to the public for the first time. With five different theme worlds: Iceland Star, French Flower, African Earth, English Garden and Irish Leaf this first Brigitte Home Wallpaper Collection offers customers a choice of suitable wall coverings oriented according to colour and style. The names of the Theme Worlds are inspired by the country's culturally typical elements, designs and colours.

**Iceland Star** – is a graphically reduced world which loves the interplay between grids and stripes. The collection operates in the areas of white and cream tones often pleasantly combined with a fresh green colour discretely using matt-gloss effects to stand out.

**French Flower** – a maiden's dream come true: here women can finally design an interior of floral designs and pink tones. Delicate cake doilies greet you and lure you into a modern ambience not only at the table and on the plate but on your own walls.

**African Earth** – a noble satin wallpaper which celebrates warm earth tones and the multiplicity of ethnic patterns. For multicoloured diversity at home, two single colours can be added in a pattern.

**English Garden** – completely in the fine English way: romantic in the modern country house style with restrained all over flower prints in luscious berry shades, white and cream. The papers are printed using the wet-on-wet technique which creates the feel of soft water colours.

**Irish Leaf** – knit, crochet and embroidery are *in* once more! Brigitte home shows that the look of handcraft not only looks great on textiles but also that they create a perfect picture in a modern interpretation on wallpapers. It's a design which looks especially fine on embossed papers.



**Collection BRIGITTE Home**

**Manufacturer:** A.S. Création Tapeten AG

**Brand:** livingwalls

Period: 2012

**Number of Papers:** 58 papers, 10 Borders

**Material:** non-woven/paper

**RRP:** € 10,45 - € 33,45



The Gummersbach wallpaper manufacturer A. S. Creation presents to Heimtextil 2010 a new wallpaper collection which meets the living area style expectations of every target group: from classical to romantic through to trendy and scaled back avant-garde look. In this connection the play on matt and gloss effects is writ large. The noblest satin as well as papers show that the spectrum of materials in the new wallpaper season knows no bounds.

**Key to Fairyland** – a non-woven collection which trendily invites you in to dream worlds in which everything is allowed: fairy tale and fantasy landscapes: forest, field and meadow scissor silhouettes, the structure of fine wood grain effects in unusual tone-by-tone colours, colourful stripes and sweeping lines.

**Collection Key to Fairyland**

**Manufacturer:** A.S. Création Tapeten AG

**Brand:** livingwalls

**Period:** 2011

**Number of Papers:** 42 papers, 3 Borders

**Material:** non-woven

**RRP:** € 18,95 - € 23,95



**Contzen Paper** – the young, cool drawings and colour ranges from designer Lars Contzen which are now on wallpaper show that the carrier need not always be non-woven in order for a wall covering to look nice and valuable. The **Contzen Paper Collection** presents four theme groups:

**Wild at Heart** - plays with cheerful hearts in a modern powerful colour range.

**Transparent flowers** - presents glazed overprinted abstract buds in orange or leaves comprised of green stripes.

**My home is my castle** - combines a hound's-tooth pattern and the text 'my home is my castle' in imaginary cross-stitching.

**Linear Flowers shows** futuristic minimalist buds in soft violet tones which form single lines.

#### **Collection Contzen Paper**

**Manufacturer:** A.S. Création Tapeten AG

**Brand:** livingwalls

**Period:** 2012

**Number of Papers:** 39 papers

**Material:** Paper

**RRP:** € 9,95 - € 11,95

**Change** – time for change within your own four walls! This is a consumer collection for a tradition-conscious atmosphere. Floral and graphic designs predominate in a broad bandwidth of cream, violet and saffron tones which can be refreshed with soft greens.

#### **Collection Change**

**Manufacturer:** A.S. Création Tapeten AG

**Brand:** A.S.

**Period:** 2011

**Number of Papers:** 88 papers, 20 borders

**Material:** non-woven/paper

**RRP:** € 10,45 - € 29,95



**Funny Paper** – shrill, cheeky combinations of colours which make being at home into fun. With trendy plants, seventies designs in modern orange and red and many striped decorations; this paper collection targets the ambience of the young in heart.

**Collection Funny Paper**

**Manufacturer:** A.S. Création Tapeten AG

**Brand:** A.S.

**Period:** 2012

**Number of Papers:** 52 papers

**Material:** Paper

**RRP:** € 11,45 - € 11,95

**Cabaret** – an action-packed wallpaper world with cheerful yet adult motives for the higher living demands. Large-scale tendrilled flower motives and baubles come together with strong ornamentation which is reminiscent of *Jugendstil* and favours a palette of discreet pistachio, apricot, cream and Bordeaux.

**Collection Cabaret**

**Manufacturer:** A.S. Création Tapeten AG

**Brand:** A.S.

**Period:** 2011

**Number of Papers:** 41 papers

**Material:** non-woven

**RRP:** € 21,95 - € 24,95



**Romantica 2** – a satin paper with a classy feeling! Romantic bouquets of flowers in embossed optic, opulent ornamentation and stripes in the Empire style provide the collection with a grandiose gesture. The matt-gloss effect gives the wall covering a touch of high-class elegance. Deep green and brown tones stand out in an otherwise powdery colour palette.

**Collection Romantica 2**

**Manufacturer:** A.S. Création Tapeten AG

**Brand:** A.S.

**Period:** 2012

**Number of Papers:** 75 papers

**Material:** Paper

**RRP:** € 19,31 - € 33,27

**Designed by Nature** – natural surfaces take centre stage here. This is a collection which manages without pattern. From bamboo, wood through to reptile skin you find everything here again which nature has produced by way of exciting structures. In a warm, earthy world of colour which ranges from mud-colour to cream tones and which makes possible the contrasts of signal colours orange and violet as well as matt-gloss effects. The papers can be hung diagonally and can be combined with one another.

**Collection Designed by Nature**

**Manufacturer:** A.S. Création Tapeten AG

**Brand:** A.S.

**Period:** 2011

**Number of Papers:** 49 papers

**Material:** non-woven

**RRP:** € 19,95 - € 21,95



**Sweet Candy** – a collection of the most beautiful bonbon colours in the world! Pink, green, and turquoise combined with a fresh white make every stripe and floral optic, every pointillist grid and every graphic retro style into a trendy wall covering. Sweet Candy won't only make you enthusiastic about the sweet box!

**Collection Sweet Candy**

**Manufacturer:** A.S. Création Tapeten AG

**Brand:** A.S.

**Period:** 2011

**Number of Papers:** 47 papers, 6 borders

**Material:** non-woven/ paper

**RRP:** € 11,95 - € 19,45