

ETAMINE

PARIS



LA COULEUR DES FLEURS | Collection 2020

There are flowers everywhere for those who want to see them' – Henri Matisse.

Natural materials, the freshness of flowers and daylight: Etamine is dreaming in Technicolor; liberating the home in a quest for happiness and lightness. The new textile combinations are modern, feminine, chic and warm. They cultivate boldness and art de vivre, French-style. The fabrics pay homage to the optimism of Henri Matisse, and the interiors they decorate take on the appearance of art galleries. A peerless colourist and leading fauvist in France, Henri Matisse grew up in a family of weavers, whose workshops created many-hued, sumptuous cloths for haute couture and luxurious furnishings made in France, along with magnificent silk and woollen fabrics, velvets and tweeds for Gabrielle Chanel in the 1920s. The artist drew inspiration from this forever afterwards.

À Saint-Tropez, Paris-Papeete, Volupté, Coco & Gabrielle

From the colourful paintings of his Mediterranean summer in Saint-Tropez in 1904 to his graphic paper cut-outs from his faraway voyage to Tahiti in 1930, Matisse surprises and inspires us as much by his modernity as by the light that radiates from his work.

Etamine sketches out colourful spaces imbued with the scents of summer. These fourteen fabrics convey the spirit and the savoir-faire of our artisan weavers. The fabrics are bedecked with Mediterranean gardens and wreaths of flowers embroidered in wool, summer bouquets printed on linen and tweeds woven by hand. Sunny yellow, almond green, rosewood, Mediterranean blue, sunset orange: each shade is intense and inspired by the landscapes of Henri Matisse. The collection spreads colour, multiplies the flowery motifs and immerses us in the joie de vivre of long summer days.

The new Etamine collection ultimately invites us to a magnificent Parisian townhouse – windows overlooking the park, parquet floors, mouldings, fireplaces – where it shares a home with iconic furnishings by the 20th-century French designers Charlotte Perriand and Pierre Chapo. In the surrounding streets, antique shops, junk shops, flower shops, open-air cafés with music and dancing, guest houses, modern cafeterias, and artists' workshops jostle for space, and all invite you to discover the art de vivre of Etamine.



BY ZIMMER + ROHDE

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Coco | 19563

11 Colourways
85% CV, 15% PAN
Width: 137 cm



Haute couture inspiration for the COCO & GABRIELLE fabrics, which combine fancy yarns and colour with the boldness of the greatest Parisian designers of the 1920s. These two plain fabrics are woven by hand on the looms of long ago. This artisanal approach lends them refinement and delicacy: the manual process preserves the original beauty of the yarns and protects them from the mechanical stress inflicted by today's looms. The exclusivity of these weaves comes from the richness and dyeing of the yarns that compose them. While for COCO the weft and the warp are identical and the yarn is space-dyed in three colours, with GABRIELLE it is a different story. GABRIELLE is made up of three unusual fancy yarns, spun by hand: one ribbon, one woolen yarn and one of slubbed cotton. Each one is space-dyed in two or three colours, turning GABRIELLE into a uniquely hued fabric. The 15 colours of COCO & GABRIELLE pay homage to Mademoiselle Chanel and are characterised, of course, by the exceptional savoir-faire of the artisan weavers of Etamine.

Lumière des étoiles | 19564

4 Colourways
60% LI, 40% PES
Width: 330 cm



In Saint-Tropez, the white country houses have their windows thrown open towards the sea, and the voile curtains dance in the breeze, both indoors and outside on the balconies. The lightness and transparency of the LUMIÈRE DES ÉTOILES fabric soothe and invite you to relaxation and rest. This timeless design of plant-like tracery is jacquard-woven on a 100% yarn-dyed warp, using different kinds of weave to create an interlacing pattern. Woven on wide looms in Italian workshops, an artisan basket tumbler finish gives it a look that is at once casual and elegant.

Au crépuscule | 19565

4 Colourways
65% PES, 20% LI,
11% CV, 4% CLY
Width: 300 cm



AU CRÉPUSCULE attests to the love of the Etamine brand for colour. It is inspired by the harmonies of fauvism, a period of experimentation with light and colour in painting. Paul Gauguin, Georges Braque, Paul Signac and Henri Matisse all dreamt of the south of France as the land of inspiration. Digitally printed on extra-broad fabric, AU CRÉPUSCULE is intended to be used as panels. In harmony: the upper part, in petal white, reminds us of sunlight, and the lower part suggests the twilight over the blue Mediterranean Sea and on the ochre and terracotta countryside of Provence.

Tiaré | 19566

4 Colourways
100% CO
Embroidery: 60% CV, 40% PAN
Width: 140 cm

Usable width: 131 cm



The TIARÉ is Tahiti's national flower, traditionally offered in garlands to welcome visitors. Interpreted in embroidery on a cotton satin, the look is modern and is intended to be a world away from traditional, rigorously floral clichés. The simple, tender shapes recall the stained-glass art of Henri Matisse. The petals of the flowers are embroidered in chain stitch with a matt wool thread and skilfully linked to the leaves, embroidered in bright satin stitch. The direction of the stitching delicately follows the forms of the design. The bulging of the petals makes the TIARE design a generous bouquet. The ten thread colours, fastidiously selected during the dyeing process, are inspired by the life-affirming harmony of the flowers of Tahiti.

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Polynésie | 19567

4 Colourways

100% LI

Width: 148 cm

Usable width: 138 cm



POLYNÉSIE pays homage to the découpage works of Henri Matisse. Digitally printed on a naturally slubbed linen, the alocasia foliage comes from the archives of an Italian artisan weaver. The beauty of the leaves lies in the hand of the artist and the crumpled nature of the original design. The way the leaves are represented brings to mind the découpage collages Matisse created, where paper was painted with gouache, cut out and then mounted. POLYNÉSIE typifies the desire for renewal and the will to break with conventional representations of exotic leaves. The grace of the casually placed shapes, the act of drawing and of the découpage technique are deliberately left as they are, and give the fabric all its refinement. In two tones, the colours are woven in chiaroscuro and outline a delicate band of leaves. A soft finish gives a wonderful feel and drape to this shabby-chic fabric.

Sous le Soleil | 19568

4 Colourways

90% LI, 8% WO, 2% PES

Width: 290 cm



‘Découpage is drawing with scissors.’ This remark by Matisse himself illustrates SOUS LE SOLEIL. This yarn-dyed linen fabric is ingeniously combined with a weft consisting of short strands of wool, giving it a soft appearance, sparing with colour. The beauty of SOUS LE SOLEIL rests in the blend of natural fibres and the unique tints of the space-dyed wool. Tone-on-tone or as colourful as a rainbow: space-dyeing is a process where the dyes are injected directly onto the bobbin. A supple drape and Airo finish make SOUS LE SOLEIL a broad fabric ideal for interiors in need of comfort and a natural feel.

Clair de Lune | 19569

8 Colourways

67% PAN, 30% PES, 3% PA

Width: 320 cm



The semi-transparent CLAIR DE LUNE fabric owes its name to the natural pearls in the southern reaches of the Pacific Ocean and the delicacy of their hues. Available in eight colours, ranging from pearl white to rosewood, its rhythmic weave creates a faintly striped pattern. The richness of CLAIR DE LUNE comes from the subtle choice of yarns used in its weaving: the satin warp combined with a soft, wool weft lends the cloth lustre and elegance. Its extra width makes Clair de Lune the perfect fabric for making curtains or blinds for the most sophisticated interiors.

Place des Lices | 19570

5 Colourways

55% LI, 45% CO

Embroidery: 70% PES, 30% CV

Width: 143 cm

Usable width: 128 cm



1904 marks the beginning of fauvism. Henri Matisse – alongside Paul Signac – discovers Saint-Tropez. Joyous and full of life, their paintings overturn the conformities of the 19th century by the boldness of their colour. PLACE DES LICES is a modest work by the artist, yet it is a destination not to be missed in the little fishing village. Coloured façades, pink country houses, blue shutters, botanical gardens, flower markets, artists’ workshops, open-air cafés with music and dancing, bakers’ shops and interior decoration boutiques evoke the French art de vivre on mild summer days. PLACE DES LICES is embroidered on a linen-cotton blend. The richness of the stitches – feather, satin and tatami – attest to the delicacy of the print that inspired it and the quality of the embroidery. With elegance and discretion, palm, pine and strawberry trees fade into pearl white, charcoal grey, saffron yellow and sky blue



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Collioure | 19571

6 Colourways
60% CO, 40% PES
Width: 140 cm



COLLIOURE embodies the joy of the colours of summer. The design represents the curves of a pine tree on the beaches of Pampelonne and the natural abstraction of the rocks at Cap Camarat that surround the bay of Saint-Tropez. A jacquard-woven fabric, the warp in coloured satin contrasts with the weft, in white-dyed slubbed cotton. The six glowing colours – pearl white, chalky beige, charcoal grey, lemon yellow, watermelon pink, slate blue – remind us of the summery charm of the houses in the little fishing port at sundown.

Le Lagon | 19572

4 Colourways
100% LI
Embroidery: 95% LI, 5% PES
Width: 290 cm



While LE LAGON [The Lagoon] owes its name to a work by Matisse at the Centre Pompidou, the elegance of its curves adorns the plates of the book *Jazz*, compiled in Paris in 1947 in honour of the artist's découpage works. Bringing to mind by turns the loops of a shoelace and the branches of a coral, a thread of natural linen is applied to a linen voile using the Cornely embroidery technique. This singular technique owes its name to Émile Cornely, a celebrated late 19th century French embroiderer who invented a machine capable of guiding any type of fancy thread onto the fabric. Originally conceived for haute couture, this method has gradually also penetrated the world of high-end furnishings. The delicacy of its linen voile is perfect for curtains, and the stiffness of its weave also makes it ideal for turning into blinds.

Mémoire D'Océanie | 19573

3 Colourways
51% PES, 49% CO
Width: 138 cm



MÉMOIRE D'OCÉANIE is the perfect culmination of the natural world of this collection. The fabric draws inspiration from the sublime barks of eucalyptus and the beauty of their colours throughout the seasons. To imbue this jacquard with the subtlety of its inspiration, we have painstakingly selected a satin warp that contrasts with a slubbed matt cotton weft. The other weft colours mix, and turn MÉMOIRE D'OCÉANIE into a fabric with an abstract look that will lend a touch of the sublime to any interior.

Le bouquet | 19574

4 Colourways
100% LI
Width: 140 cm
Usable width: 135 cm



Somewhere between realism and decoration – LE BOUQUET attests to the new flowery harmonies of Etamine: modern and feminine. Although the design represents flowers, colour predominates and the petals mix for a look that is abstract, with modern charm. The design, digitally printed on linen, sets the colours free, and every nuance that makes it up testifies to the savoir-faire of Etamine. The colours of the buds are inspired by the flower market in Saint-Tropez and pay homage to the fauvist palette of Henri Matisse. The powder-white and mauve shades call to mind the freshness and memories of spring; the multi-coloured and coral variations are saturated with the light and heat of summer. For the sake of elegance, we have chosen to print on a linen cultivated in the north of France where the climate is favourable, guaranteeing a fibre length of at least 80 cm. We have opted for an Airo finish, which gives the product a soft feel and a fabulous drape – just how we like our linen today.



BY ZIMMER + ROHDE

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Volupté | 19575

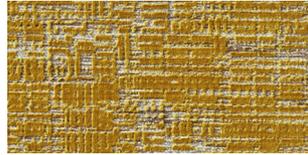
10 Colourways

Ground: 82% PES, 18% CO

Pile: 100% CO

Width: 145 cm

Martindale: 41.000



Gabrielle | 19577

4 Colourways

70% CO, 30% CV

Width: 136 cm



Partly velvet, partly textured, VOLUPTÉ brings together softness, colour and performance for maximum comfort. The jacquard-woven, dense cotton nap is yarn-dyed, and the soft weft chenille yarns are space-dyed. Its structured, abstract weave makes it the indispensable velvet of the new Etamine interiors: covering a sofa in a living room, a headboard in a bedroom, or a couch in an office. Available in 10 colours – pearl white, charcoal grey, chalky beige, rosewood, lemon yellow, almond green, celadon green, lapis blue, Mediterranean blue, April sky – the palette is ingeniously devised to allow you to play around with different combinations, and goes perfectly with all the other fabrics in the collection.

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