



WALLPAPER DESIGNER
BRANCHES OUT







HOOKED**ON**WALLS® LAUNCHES FABRIC COLLECTION.

From now on, lovers of individualistic interiors can turn to HOOKED**ON**WALLS® for their curtains, cushions and upholstery fabrics. More than 300 references were designed exclusively for creative trendsetters HOOKED**ON**WALLS® for their new, unique range of fabrics. The fabrics complement the existing wallpaper collection perfectly, but can also be used on their own. It's time to select and combine...

Sometimes it's almost impossible to find a curtain fabric whose colour is an exact match for the wallpaper. If your wallpaper has an amazingly intricate pattern, you will want a curtain fabric that reflects this. To pull the whole look together, you will need to find the perfect cushion fabric that matches both the curtains and the plaids, preferably in another texture. A room is only harmonious if all its different elements work together.

This is why HOOKED**ON**WALLS® launched a comprehensive fabric collection in the beginning of 2011. The brand new range of fabrics "Beautiful fabrics from HOOKED**ON**WALLS®" contains more than 300 references that are totally in line with contemporary colour and fabric trends as well as the extremely successful HOOKED**ON**WALLS® wallpaper collections. From now on, everyone can have a harmonious decor, thanks to the enormous range of colours and textures. It's the perfect solution for anyone who wants their home to exude harmony, originality and quality!





A LONGING FOR HARMONY

As everyone selects fabrics in a different way, HOOKED**ON**WALLS® has presented the new fabrics collection in two different ways. HOOKED**ON**WALLS® used the wallpaper collection and universality as recurring themes in order to create and combine several series of fabrics divided into 17 fabric hangers. If you are feeling adventurous, you can select your own favourite shades and textures from the entire range. If in need of inspiration, you can always fall back on the combinations put together by HOOKED**ON**WALLS®. No matter what approach they take, any interior decor enthusiast will be able to find their way effortlessly throughout the entire collection.

- 13 uni fabric hangers: with plain fabrics in neutral basic shades. These references are a 'passe-partout' that blend easily with any room and are a perfect match for a variety of styles.
- 17 combi fabric hangers: 5 x 3 hangers and 1 x 2 hangers, each with a combination of diverse patterns, textures and colours that are a perfect match for one of the six HOOKED**ON**WALLS® wallpaper collections (Glorious Revolution, Kimono Club, Liquid Fantasy, Tropical Chic, Secret Garden & Modern Eccentrics).

We don't have to say much about the quality of the materials: they are impeccable and user-friendly. Each and every fabric was selected on the basis of its natural and sophisticated allure. During the selection procedure, HOOKED**ON**WALLS® always considered the various final applications, the durability of the fabric and the ease of maintenance (practically every reference is machine washable).



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SECRET GARDEN



SIX PLUS SIX

To provide customers with a guide, the combi fabric hangers present a complementary story that elaborates on the wallpaper collections. Beautiful plain unis are combined with enlarged replica patterns on voile, linen and even faux snakeskin fabric. Three fabric hangers for each wallpaper collection illustrate the infinite harmony between paper and pattern, wall and interior decor. This one-stop-solution takes the stress out of choosing!

LIQUID FANTASY

Various types of thread flow into checks and leaves with a soft metallic touch. The “Chateau” series has a Royal style with a warm rustic woollen look. The fabrics from “Diamonds”, “Fantasy” and “Liquid” are practically celestial when combined with the uni range “Heaven”.

GLORIOUS REVOLUTION

The luxurious textures, patterns and colours of “Medallion” and “Stitch” are an ode to the decadent and glamorous spirit of Glorious Revolution wallpaper. Combine them in their full glory with the uni ranges “Penthouse”, “Suite I” and “Suite II” to unleash your own home revolution.

MODERN ECCENTRICS

These contemporary graphic patterns will immerse any room in a modern atmosphere. The range of textures in this collection - from airy metallic voile and chenille to sumptuous high-gloss velour – will give any room a luxurious, high-tech look. Striking designs in this collection include “Monaco” and “Loft”, and, of course, “Modern” and “Eccentrics”.





LIQUID FANTASY

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KIMONO **CLUB**

Enormous fans, long bamboo stalks, soft-as-silk unis...various oriental influences give a unique twist to this extraordinary fabric collection. Experience Zen with "Tatami", "Lotus", "Kimono" and "Paper fan".

TROPICAL **CHIC**

The perfect harmony between pattern and texture evokes a blend of colonial chic and playful wildness. Fabrics look like animal skins and the tropics provide a terrific theme for drapes. The most important series in this collection are "Zodiac", "Python", "Chic", "Havana", "Tribal" and "Tropical".

SECRET **GARDEN**

Nature is everywhere in this collection. Hand-drawn flowers and herons blend seamlessly with ephemeral bamboo patterns and earthy textures and shades. The designs "Heron", "Blossom", "Birds", "Twilight", "Maze" and "Woody" are poised to reveal their secrets.

Uni fabric hangers: Victory, Chateau, Beach, Penthouse, Suite I+II, Bonaparte, Heaven, Caviar, Dawn, Bamboo, Sunset, Python, Sunrise.



KIMONO CLUB



MODERN ECCENTRICS



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TROPICAL CHIC



