



STOLEN **DIAMONDS**

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HOOKEDONWALLS®



HYSTERIC GLAMOUR



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HOOKEDONWALLS®

HOOKEDONWALLS BREAKS OUT

NEW WALLPAPER BRAND REDEFINES TODAY'S STANDARDS

Anti-tradition, streetwise to the bone and slightly obsessed with stylish wallpaper? Meet HOOKEDONWALLS. Expect the unexpected from this new wallpaper brand in a world that, according to them, has been driven by mediocrity far too long. With their extraordinary interpretation of the latest trends, HOOKEDONWALLS is determined to cause quite a stir.

VIVE LA RÉVOLUTION

When the walls are closing in on you in the world of wallpaper, you can do but only one thing: create a new standard yourself. Which is exactly what HOOKEDONWALLS did. Feeling there was a dramatic need for more imagination in wallpaper world, the new brand set out to redefine the boundaries of the field.

At HOOKEDONWALLS, wallpaper is a passion. One that is inextricably bound to a particular lifestyle. Wallpaper tells the onlooker who you are and what your life is all about. The brand wants to appeal to the individual who dares to take risks, loves exclusive beauty and is willing to go the extra length for that.

FORGET SAFE. STAND OUT.

Forget about safe prints, dozy colours and boring paper. HOOKEDONWALLS wallpaper is a daring statement which brings a lifestyle of innovation and excitement inside your home. To stand out is the message, having a playful go at current trends. Yet despite its exclusive character HOOKEDONWALLS wants to remain an accessible brand.

OUT OF THE BOX, INTO THE STORES

HOOKEDONWALLS is available over the counter from February 2008.

Rolls of 10 m x 0.53 m and of 10 m x 0.70 m.

FOR MORE INFO

HOOKEDONWALLS

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BELGIAN **GRAFFITI**



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HOOKEDONWALLS®

DECADENT DEBUT OF THREE STREETWISE WALLPAPER COLLECTIONS

STORIES ON THE WALL WITH HOOKEDONWALLS

How passionate about streetwise wallpaper can you be? The striking debut of HOOKEDONWALLS, the newest wallpaper brand, shows it all. No less than three collections are ready to conquer the world. More than just showering colours and patterns on wallpaper lovers, HOOKEDONWALLS wants to tell a tale. Little bits and pieces of life, plucked from the streets, and straight from the heart. Be assured to expect more than just pretty paper. Allow yourself to be carried away by passion & fashion. And lose yourself in the fashionable world of glamour & hysteria, of vanished diamonds and Belgian Graffiti ...

STOLEN DIAMONDS

A vague sense of riches gone by... As if you accidentally happen to catch a glimpse of a long lost treasure in a secret garden. Just when the world threatens to sink away into sinister darkness, something glitters in the distance. **STOLEN DIAMONDS**. Hypnotised, your gaze wanders off to the brightness. But nothing is what it seems. The diamonds are chess pieces. Chess pieces are diamonds. Intrigues are unravelling behind a mask of deceptive seduction. Do you dare to play the game? All the way?

BELGIAN GRAFFITI

The art of the old masters, the pride of craftsmen, the past of a people... for centuries individuals have been putting their stamp on the things they make. From paintings to vessels, from vases to pedestals. **BELGIAN GRAFFITI** is about our own history, our heritage that prides itself on a rich tradition of craftsmanship. With an eye for detail, layer by layer, we now transform and rework the old into the new. No artificial flow production, but a passionate connection with art. Pure and genuine.

HYSTERICAL GLAMOUR

Mysterious femme fatales casually circle about in a hotel lobby; high society is preparing theatrically for a masked ball. Then suddenly... a crack in the shining thin layer of varnish. Grandeur degenerates into excesses, eternal elegance is covered with an undefined feeling of melancholy. **HYSTERICAL GLAMOUR** shows us the sharp edges of a world that touches everybody's imagination. From pomp and ceremony to unbridled decadence...

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