



Press Release Spring 2017

### **Classic wallpaper with a twist**

**Vintage wallpaper is still on the rise. Yet it is increasingly difficult to find original prints. HOOKEDONWALLS is responding with New Elegance: this new collection brings a contemporary make-over of nostalgic designs.**

Trends swing like a pendulum: they come and go, but they are also recycled. For their new wallpaper collection – New Elegance – HOOKEDONWALLS drew inspiration from the past, from the old-fashioned wallpaper of your grandparents, but then put it in a hip jacket. In other words, expect nostalgic prints bathed in modernity.

#### **Higher spheres**

Take a classic tile pattern, give it a fresh make-over, and *Deco* sees the light of day. The recurring pattern is reminiscent of the interior of a cathedral: domes, arches and columns give a grandiose appearance to the building, and also to *Deco*. Yet the design is not heavy or overwhelming but is very elegant because of its fine formation.

*Deco from the New Elegance collection of HOOKEDONWALLS. 4 colour variations. Price on request.*

#### **Magic and fantasy**

Are you a fan of fairytales? With *Eclectic* you bring your favourite fantasy world into your home. The design radiates magic and mystery. The organic design with its tiny, delicate details provides hours of viewing pleasure. And this design is very eclectic, as the name suggests. By displaying the combined styles and shapes in the same colour, a remarkably quiet scene is created, full of organic forms.

*Eclectic from the New Elegance collection of HOOKEDONWALLS. 4 colour variations. Price on request.*

#### **Affluence**

Baroque stands for luxuriant excess. That style period is distinguished by its many rich and ornate drawings. Floral prints are also included such as in the design *Organic*. The blazing, detailed pattern does indeed make your interior bloom. *Organic* is a striking pattern, perfect for an accent wall or for areas that need character.

*Organic from the New Elegance collection of HOOKEDONWALLS. 5 colour variations. Price on request.*

#### **Subtle pattern**

Are you interested in a subtle pattern? Then select *Glare*. This wallpaper has a detailed print with smooth transitions, creating a peaceful atmosphere. If you look closely, the design looks a bit like crocheted or knitted fabric. *Glare* leaves a snug and warm impression.

*Glare from the New Elegance collection of HOOKEDONWALLS. 5 colour variations. Price on request.*

#### **Harlequin**

Geometric shapes are popular in 2017. With *Rhythm* the tile pattern is consciously obscured, making the transitions more subtle and the colour gradations more natural. You see what you want to see: stacked-up diamonds, a herringbone pattern, rectangles or all forms at the same time.

*Rhythm from the New Elegance collection of HOOKEDONWALLS. 4 colour variations. Price on request.*

### **Hunting**

HOOKEDONWALLS makes us look forward to the next winter season with *Fauna*. The playful spectacle includes deer, birds and butterflies in a beautiful sequence. In some colours the design gets a contrasting finish of velvet.

*Fauna from the New Elegance collection of HOOKEDONWALLS. 4 colour variations. Price on request.*

### **Full moon**

The moon is mysterious, even though we see it every night. After all, it is the sun that defines the moon we see. Sometimes we see a full moon, sometimes a crescent, and at times we see nothing. With *Moon* you do not have to go outside to enjoy the phases of the moon. This design shows the different shades of the moon in a playful way.

*Moon from the New Elegance collection of HOOKEDONWALLS. 4 colour variations. Price on request.*

### **Haze**

Do you prefer a subtle texture on your wall, without a striking print? Then *Misty* or *Tone* are the right choices. These designs give you space to experiment in connection with other design items. Both are unobtrusive, but bring extra warmth and purity thanks to their specific structure.

*Misty from the New Elegance collection of HOOKEDONWALLS. 7 colour variations. Price on request.*

*Tone from the New Elegance collection of HOOKEDONWALLS. 7 colour variations. Price on request.*