

PRESS RELEASE
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Demure Drama
- New paisley collection



Demure Drama is de Le Cuona's first dedicated paisley collection. Discover the most intricate, softly tactile paisleys ever woven in a kaleidoscope of beautiful colours ranging from quite to vivid shades. *Dragonfly*, *Meadow* and *Serenity* each capture the modern spirit of this design classic.

Bernie de Le Cuona's prowess at creating some of the world's most precious paisleys involves a long and rigorous creative process. Some take up to three years in development. It is this pursuit of excellence that gives each design a sense of integrity and exclusivity



Dragonfly is a magnificent floral paisley that is wild with drama and alive with vibrant colour. Traditional paisleys run in linear patterns but this bohemian interpretation has free-flowing swirls in rich shades. Colourways are Firefly, Sapphire and Malachite.



Serenity takes the exotic swirling arabesque design of Dragonfly but soothes it with luxurious natural soft-washed shades of Snow, Twilight, Frost, Dawn, Dusk and Mist.



Meadow is a small-scale paisley full of tiny flowers with a hint of French-style. Inspired by an antique piece of paisley it is coloured in soft poetic naturals flecked with soft shades of Berry Twig, Morning Dew, Blossom and Spring.

Width: Dragonfly and Serenity 132cm and Meadow 145cm

Composition: 75% wool and 25% cotton (each paisley is reversible)

Price £218.50 per metre

Cushions are available in each of the designs. **Dragonfly** is piped with Huckleberry and highlights that this fabric is reversible. The luxurious **Serenity** cushion contrasts the paisley on the front with Cavalier velvet on the back and is finished with couture button and loop detail. **Meadow** is finished with chic French linen fringe.

About

Bernie de Le Cuona's for paisley was fired by her journeys to find unique textiles and rare techniques. Full of cultural depth and resonance, paisley has been part of her fabric family for many years becoming a famous signature design. These weaves are so exceptional that the Victoria and Albert Museum has the Sun Bleached Paisley in its woven fabric collection.

In Demure Drama she recreates the past with an unconventional eye injecting paisley with colour and verve. The contrasting palette and scale makes this new collection combine beautifully with de Le Cuona's stable of luxurious linen, velvet and cashmere to create unique schemes for interiors worldwide.

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