



F&F | FLOOR & FURNISHINGS

BOTANICA CURTAIN

— FABRICS —

MARKETING BRIEF





BOTANICA CURTAIN

— FABRICS —

Botanica Curtains is a curation of four printed curtain fabrics accompanied by coordinating sheers and main curtains. Transform your space into a calming sanctuary with the soft hues of Bloomsbury soothing floral, perfectly arranged in a painterly composition. Escape to a vintage botanical scene with Hanae design of exotic flora. Inject some vibrancy into your scheme with Hydrangea's stunning dramatic floral heads. With all its designs this collection represents the epitome of botanical beauty, where flowers of every kind abound against a rich ground. All curtain fabrics from this collection are designed for a hassle-free experience and can be easily washed at home.



BLOOMSBURY CURTAIN

(11 Colourways)

This design is an ornate composition of flowers and foliage against dramatic shadows and tonal plaster backgrounds. Dynamic multicolour palettes, and a very useable scale, make this elegant floral pattern ideal for curtaining. Digitally printed on lightweight 100% polyester jacquard fabric, with outstanding texture and fall. The design is available in spirited colour combinations of coral, blush, aqua and mint across 11 colorways.



BLOOMSBURY CURTAIN - MINT



BLOOMSBURY CURTAIN - AQUA



BLOOMSBURY CURTAIN - BLUSH



BLOOMSBURY CURTAIN - FLINT



BLOOMSBURY CURTAIN - SILVER



BLOOMSBURY CURTAIN - LINEN



BLOOMSBURY CURTAIN - BLOSSOM



BLOOMSBURY CURTAIN - TANGERINE



BLOOMSBURY CURTAIN - OLD GOLD










BLOOMSBURY CURTAIN - WHEAT



BLOOMSBURY CURTAIN - CORAL



TECHNICAL DETAILS

Product Name : Bloomsbury Curtain	Rec. Usage :  
Width in CM : 137	Care Instructions :     
Repeat Size in CM : Hor (66) x Ver (80)	Martindale : 30,000+
Composition : 100% PES	Pilling : 4-5
Weight GSM : 260	Color Fastness : NA



HANAE

(9 Colourways)

This vibrant design inspires a fresh yet country feel with a beautiful intricate botanical illustrations of wild trailing plants and flowers. Printed on textured jacquard fabric, these curtains would surely add a touch of classic luxury to any interior. Enhanced by dramatic shades of rich autumnal russet, gentle corals, calm silver greys, and moodier hues through to vibrant citrus and soft blush hues, this design is available in 9 different colorways.



HANAE - AQUA



HANAE - METAL



HANAE - POWDER BLUE



HANAE - CERULEAN



HANAE - BLUSH



HANAE - CORAL



HANAЕ - BLOSSOM





HANAЕ - MINT



HANAЕ - MUSHROOM

TECHNICAL DETAILS

Product Name : Hanae	Rec. Usage : 
Width in CM : 137	Care Instructions : 
Repeat Size in CM : Hor (132.1) x Ver (50.4)	Martindale : 30,000+
Composition : 100% PES	Pilling : 4-5
Weight GSM : 260	Color Fastness : NA



HYDRANGEA CURTAIN

(4 Colourways)

With bright hues articulated in a soothingly painterly style, Hydrangea has large-scale floral blooms in an incredible and exquisite display. Multi-coloured and intense, the floral float above a shaded and printed ground. Available in 12 soothing colourways, this design is digitally printed on a lightweight and textured 100% polyester textured fabric for wonderfully breezy floral curtains.



HYDRANGEA CURTAIN - AQUA



HYDRANGEA CURTAIN - BLOSSOM











HYDRANGEA CURTAIN - BLUSH



HYDRANGEA CURTAIN - GUNMETAL

TECHNICAL DETAILS

Product Name : Hydrangea Curtain	Rec. Usage :  
Width in CM : 137	Care Instructions :     
Repeat Size in CM : Hor (66) x Ver (66.18)	Martindale : 30,000+
Composition : 100% PES	Pilling : 4-5
Weight GSM : 260	Color Fastness : NA



**For any further Details, Please feel free to contact
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