



F&F | FLOOR & FURNISHINGS

# BOTANICA UPHOLSTERY

— FABRICS —

MARKETING BRIEF



# BOTANICA UPHOLSTERY

## FABRICS

*A rich and evocative collection of luxurious printed velvets - Botanica Upholstery consists of three new designs digitally printed on soft, sumptuous rich velvet. Introduced in a variety of styles and shades, these designs boast of detailed depictions of various flora and fauna.*





## BLOOMSBURY VELVET

(8 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 upholstery. These have been digitally printed on heavy-weight velvet fabric to provide outstanding structure and durability for upholstery. The design is available in spirited color combinations of coral, blush, aqua and mint across 11 colorways.



**BLOOMSBURY VELVET - CERULEAN**



**BLOOMSBURY VELVET - FOREST**



**BLOOMSBURY VELVET - RHUBARB**



**BLOOMSBURY VELVET - BLUSH**



**BLOOMSBURY VELVET - AQUA**



**BLOOMSBURY VELVET - MINT**









**BLOOMSBURY VELVET - WHEAT**



**BLOOMSBURY VELVET - LINEN**



**TECHNICAL DETAILS**

<b>Product Name</b> : Bloomsbury Velvet	<b>Rec. Usage</b> :  
<b>Width in CM</b> : 137	<b>Care Instructions</b> :    
<b>Repeat Size in CM</b> : Hor (66) x Ver (80)	<b>Martindale</b> : 30,000
<b>Composition</b> : 100% PES	<b>Pilling</b> : 4-5
<b>Weight GSM</b> : 367	<b>Color Fastness</b> : 3-5



## HYDRANGEA VELVET

(12 Colourways)

With bright hues articulated in a soothing painterly style, Hydrangea has large-scale floral blooms in an incredible and exquisite display. Multi-coloured and intense, the florals float above a shaded and printed ground. Available in 12 dramatic colourways, this design is digitally printed on a lightweight and soft velvet fabric for dramatic floral upholstery and cushions



**HYDRANGEA VELVET - RHUBARB**



**HYDRANGEA VELVET - BLOSSOM**



**HYDRANGEA VELVET - AQUA**



**HYDRANGEA VELVET - BLUSH**



**HYDRANGEA VELVET - COBALT**



**HYDRANGEA VELVET - PATRIOT**



**HYDRANGEA VELVET - PACIFIC**



**HYDRANGEA VELVET - CERULEAN**



**HYDRANGEA VELVET - EMERALD**



**HYDRANGEA VELVET - FOREST**



**HYDRANGEA VELVET - MUSHROOM**









**HYDRANGEA VELVET - GUNMETAL**





### TECHNICAL DETAILS

<b>Product Name</b> : Hydrangea Velvet	<b>Rec. Usage</b> :  
<b>Width in CM</b> : 137	<b>Care Instructions</b> :    
<b>Repeat Size in CM</b> : Hor (44) x Ver (44.1)	<b>Martindale</b> : 30,000
<b>Composition</b> : 100% PES	<b>Pilling</b> : 4-5
<b>Weight GSM</b> : 367	<b>Color Fastness</b> : 3-5



## MORIKO

(6 Colourways)

'Moriko' gives an impressionist twist to the classic floral print featuring an abundance of flowers, plants and trees representing the epitome of botanical beauty, where flowers of every kind abound against darker grounds. Printed on velvet fabric it is best suited for upholstery. This beautiful design is available in 6 delightful colours like forest and emeralds, cerulean and tangerine, cobalt and few more deep tones creating a statement in any space.



**MORIKO - MINERAL**



**MORIKO - FOREST**



**MORIKO - CERULEAN**



**MORIKO - EMERALD**









**MORIKO - COBALT**



**MORIKO - GUNMETAL**



### TECHNICAL DETAILS

<b>Product Name</b> : Moriko	<b>Rec. Usage</b> :  
<b>Width in CM</b> : 137	<b>Care Instructions</b> :    
<b>Repeat Size in CM</b> : Hor (67.4) x Ver (33.8)	<b>Martindale</b> : 30,000
<b>Composition</b> : 100% PES	<b>Pilling</b> : 4-5
<b>Weight GSM</b> : 367	<b>Color Fastness</b> : 3-5



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