



F&F | FLOOR & FURNISHINGS

INDIENNE PRINTS

— FABRICS —

Marketing Brief '21

INDIENNE PRINTS FABRICS

Indienne Prints Is A Collection of Printed Upholstery Fabrics Which Can Add An Ethnic Flavour To An Interior. These Prints Draw Inspiration From The Miniature Paintings Depicting The Indo-persian Cultural Synthesis. Each Print Comes Along With A Suggestion Of Plain And Textured Upholstery Fabrics, Making It Easy For Select The Perfect Theme For Your Space.

The Collection Boasts Of Four Of F&f's Bestselling Print Designs In New Colour Interpretations. The Palettes Range From Fresh Pastels Like Blushes And Mints To Deep Hues Of Emeralds And Cobalts. If Ethnic Is Your Preferred Interior Style, You Would Surely Find The Perfect Match For Your Taste In This Collection.





— CHITR VELVET —

This fabric is inspired by the illustrious miniature paintings that began evolving in India around the 17th century. Miniature paintings are beautiful handmade works of art that frequently use bright and vivid colours. Since they are quite small, delicate details and intricate brushwork is used to create them. Due to this, the technique lends a unique character to the paintings. Chitr velvet is made using carefully designed miniature paintings, printed on a plush velvet which adds to the opulence of this upholstery fabric.



CHITR VELVET

(9 Colourways)



Chitr Velvet - Cerulean



Chitr Velvet - Blush



Chitr Velvet - Linen



Chitr Velvet - Mint



Chitr Velvet - Mineral



Chitr Velvet - Emerald



Chitr Velvet - Mushroom










Chitr Velvet - Cobalt



Chitr Velvet - Gunmetal

TECHNICAL DETAILS

| | |
|--|--|
| Product Name : Chitr Velvet | Rec. Usage :   |
| Width in CM : 137 | Care Instructions :      |
| Repeat Size in CM : Hor (66) x Ver (60.5) | Martindale : 30,000+ |
| Composition : 100% PES | Pilling : 3-5 |
| Weight GSM : 270 | Color Fastness : 3-5 |



— PADMA VELVET —

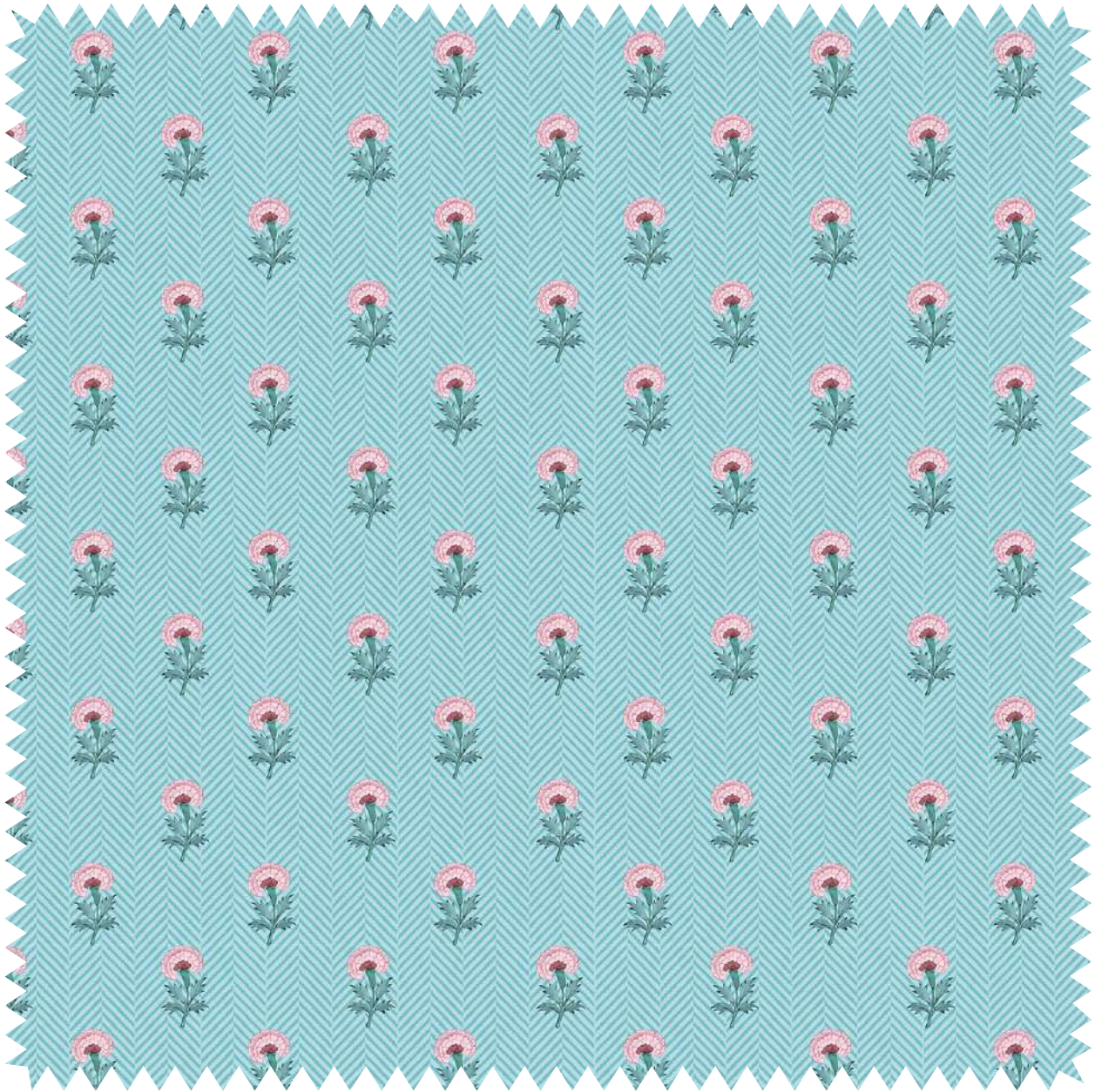
Design has been a part of everyday life in India since time unknown. Festive and floral patterns have always adorned everything from ordinary objects to furniture to textiles. There are certain well-established patterns that can be identified as distinctly Indian. Influenced by these popular designs, the fabric is decorated with small floral motifs on a tonal chevron ground.

Best suited for upholstery.

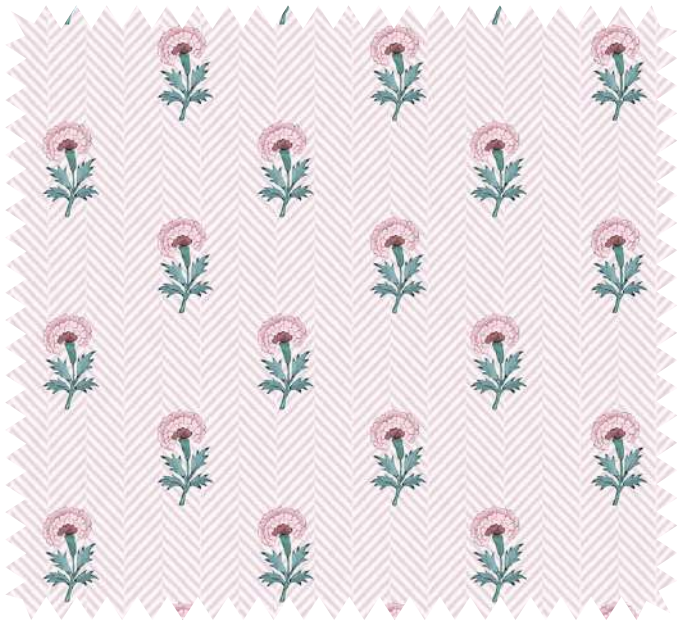


PADMA VELVET

(10 Colourways)



Padma Velvet - Teal



Padma Velvet-Blush



Padma Velvet-Silver



Padma Velvet-Fog



Padma Velvet - Mint



Padma Velvet - Emerald



Padma Velvet - Mineral



Padma Velvet - Cerulean










Padma Velvet - Indigo



Padma Velvet - Greystone

TECHNICAL DETAILS

| | |
|--|--|
| Product Name : Padma Velvet | Rec. Usage :   |
| Width in CM : 137 | Care Instructions :      |
| Repeat Size in CM : Hor (16.7) x Ver (15.2) | Martindale : 30,000+ |
| Composition : 100% PES | Pilling : 3-5 |
| Weight GSM : 270 | Color Fastness : 3-5 |



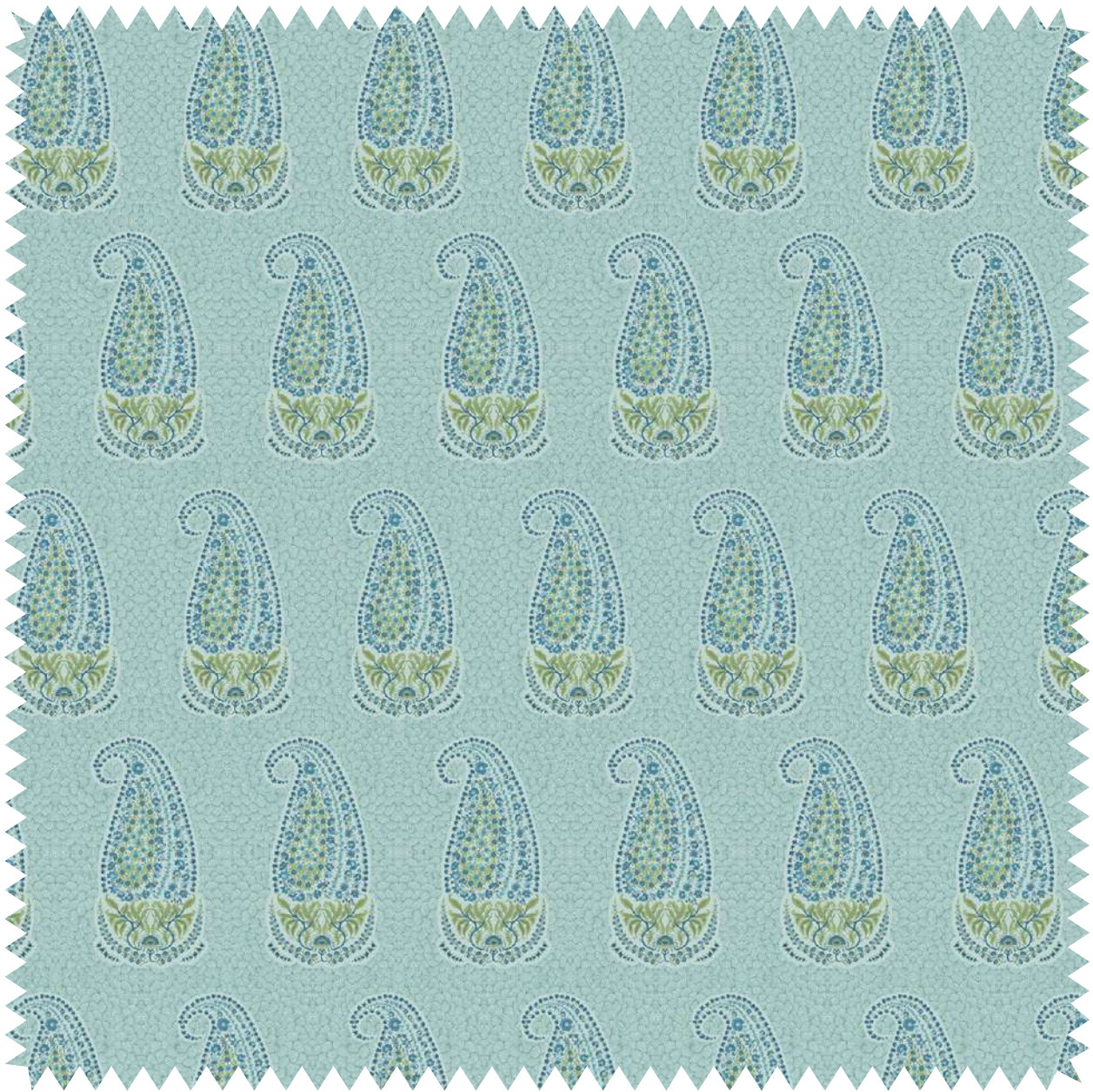
— KALKI VELVET —

The classic teardrop-shaped motif - paisley - has been a popular ornamental textile design since the 17th century. Kalki velvet is one such depiction of this motif for upholstery usage. The intricacy of these paisley butas is in perfect harmony with the linear texture in the background. Kalki velvet is presented in this collection in various shades and creates a holistic pattern.



KALKI VELVET

(9 Colourways)



Kalki Velvet - Teal



Kalki Velvet - Blush



Kalki Velvet - Fog



Kalki Velvet - Mint



Kalki Velvet - Mineral



Kalki Velvet - Emerald



Kalki Velvet - Cerulean










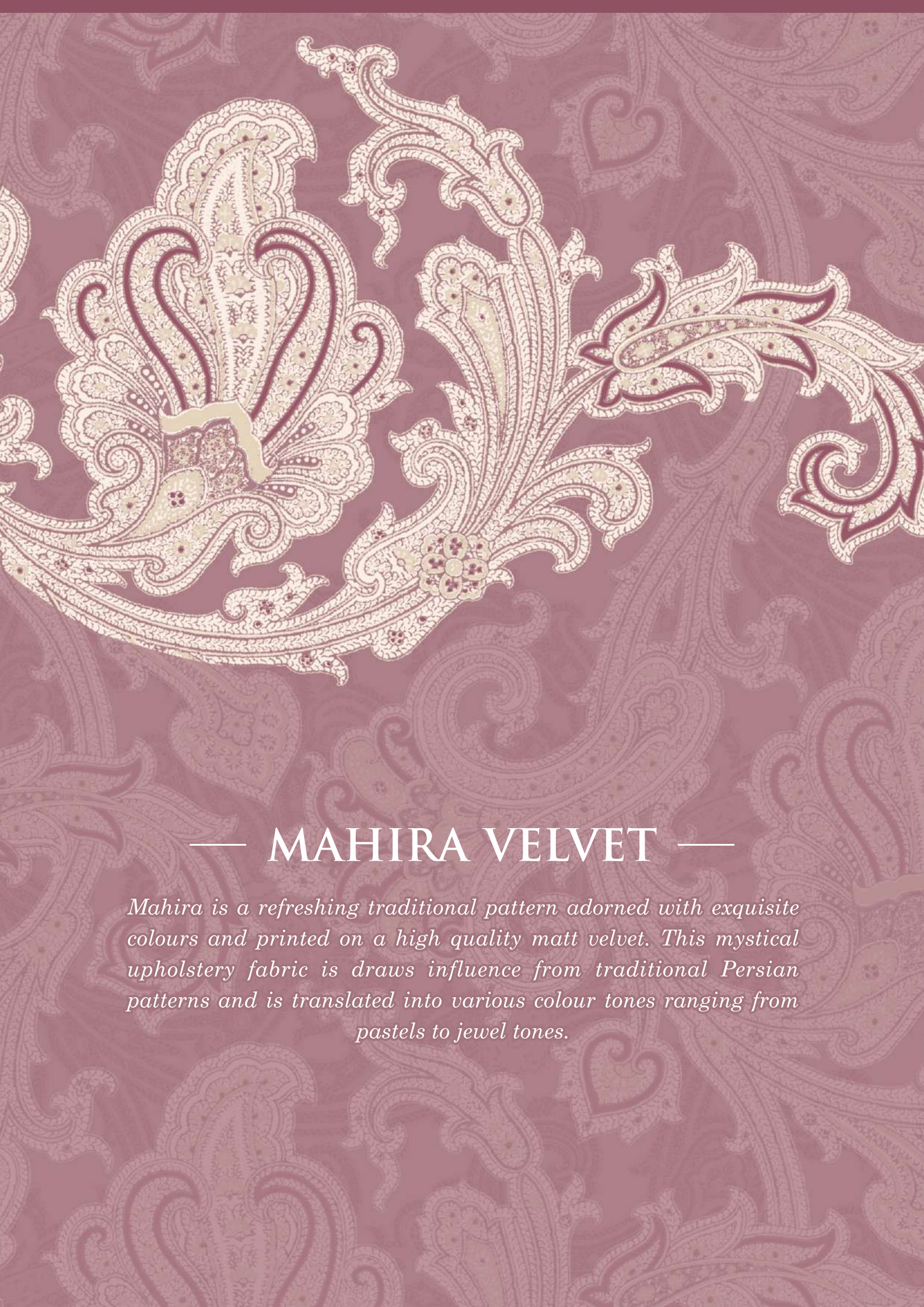
Kalki Velvet - Cobalt



Kalki Velvet - Smoke

TECHNICAL DETAILS

| | |
|--|--|
| Product Name : Kalki Velvet | Rec. Usage :   |
| Width in CM : 137 | Care Instructions :      |
| Repeat Size in CM : Hor (22) x Ver (65.2) | Martindale : 30,000+ |
| Composition : 100% PES | Pilling : 3-5 |
| Weight GSM : 270 | Color Fastness : 3-5 |



— MAHIRA VELVET —

Mahira is a refreshing traditional pattern adorned with exquisite colours and printed on a high quality matt velvet. This mystical upholstery fabric is draws influence from traditional Persian patterns and is translated into various colour tones ranging from pastels to jewel tones.



MAHIRA VELVET

(8 Colourways)



Mahira Velvet - Blush



Mahira Velvet - Mint



Mahira Velvet - Teal



Mahira Velvet - Emerald



Mahira Velvet - Cerulean



Mahira Velvet - Patriot










Mahira Velvet - Gunmetal



Mahira Velvet - Fog

TECHNICAL DETAILS

| | |
|--|--|
| Product Name : Mahira Velvet | Rec. Usage :   |
| Width in CM : 137 | Care Instructions :      |
| Repeat Size in CM : Hor (66) x Ver (44.7) | Martindale : 30,000+ |
| Composition : 100% PES | Pilling : 3-5 |
| Weight GSM : 270 | Color Fastness : 3-5 |



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