

May 14, 2013

Made-to-measure curtains join Bemz’s stylish range of textile products for the home



Bemz, known for its custom designed covers for IKEA sofas and chairs, is now adding made-to-measure curtains to its range of designed textile products for the home. The new line of curtains will make it easier than ever to create stylish, coordinated and highly personalised interiors.

In August 2013, Bemz will launch a completely new product: made-to-measure curtains suitable for a variety of décors and budgets. Curtains are key to the Bemz textile home ware mix, enabling customers to create a complete and individual look using Bemz products. For a chic, coordinated interior, mix and match curtains with the rest of Bemz’s range of sofa covers, chair covers, cushion covers, bedroom products and more, instantly lifting the character and style of any room.

The new curtains from Bemz will be available in four made-to-measure styles: with tabs, pencil pleats, eyelets or rings; and two flexible sizing options: readymade, in four standard sizes that fit the most common window sizes, or made-to-measure, in narrow panel curtains or full size lengths – up to six metres long!

“Our new line of curtains is a fantastic addition to the Bemz range of products and a unique offering for our customers,” says Lesley Pennington, founder and CEO of Bemz. “Bemz is making designer décor more accessible to savvy, quality conscious customers, who wish to express their personal style in the home and surround themselves with things they love.”

Customers will be able to choose curtains in over 200 different fabrics, including designs by famous brands and designers such as Designers Guild, Marimekko, Strömme, Viola Gråsten and more. Made of 100 per cent natural materials, the curtains are robust and machine washable, and carry the same Bemz high quality guarantee, and like everything Bemz, Scandinavian at heart.

Get an exclusive sneak peek of the new line of curtains before they are launched at the end of August 2013.

Ends

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Notes to the editors:

High resolution pictures from Bemz collections:

<https://picasaweb.google.com/106043097254162717514/BemzLaunchesCurtainsForTheHomeFall2013>

<http://picasaweb.google.com/bemzstockholm>

For more information, fabric samples or to borrow covers:

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Customer service from the UK: 0800-048 84 04 (Toll Free)

About Bemz

Canadian expat Lesley Pennington founded Bemz in 2004. By the following year, designer covers for IKEA sofas and armchairs were being made for customers worldwide. Bemz fabrics are specially chosen for their high quality, natural materials and all Bemz textile products are machine washable. They can be purchased via www.bemz.com, where free fabric samples of favourites can also be ordered. In December 2009, Bemz opened an Inspiration Store at Odengatan 22, in Stockholm – a store and an inspiration workshop in one. At Bemz, whether shopping for the bedroom, dining room or living room, all products can be freely mixed and matched with the existing Bemz range of fabrics and custom textile products to create a completely individual look. In 2011, the Bemz range was extended to include bedroom products.