

Bemz introduces new Artist Series collection of designer cushions



Bemz, known for its extensive range of slipcovers for IKEA furniture, has launched a unique “Artist Series” collection of digitally printed and specially designed cushion covers. Developed by in-house designer Katarina Wiklund, the fabrics feature both classic and retro designs, new on-trend neon colours and interesting trimming and detailing.

The new collection includes five different designs, ranging from digital prints based on landscape photographs from 19th century postcards to patterns inspired by the recently renovated Fisksätr kyrkan (Fisksätra Church) outside Stockholm.

The patterns will only be available as cushion covers as a part of the Artist Series Collection, and all of the fabrics are made of natural materials like the rest of Bemz’s products. The collection will be available online at www.bemz.com and at Bemz’s Inspiration Store in Stockholm from tomorrow.

“The digital print technique has provided even more opportunity to play with patterns and colours,” says designer Katarina Wiklund. “Not only that, each of the designs has been inspired by Scandinavian motifs or personal stories, as well as some of our own popular patterns,” she says.

“We have seen an increased interest in the use of cushion covers as an easy and dramatic way to make a personal design statement, and the recent developments in digital printing allow us to create truly unique products that are, in a way, each a work of art. We united the two trends in our Bemz Artist Series.”

“And these cushions are not only stylish and beautiful, they’re also very easy to match with your sofa cover or chair from Bemz,” explains Bemz’s CEO and founder, Lesley Pennington.

The launch ties in with Bemz’s most recent trend report on the Monochrome look as well as the hot shades of grey Bemz is featuring this month, since the cushions have been designed to complement these trends.

High resolution pictures from Bemz collections:

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

For more information, fabric samples or to borrow covers:

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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.