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## Press Release

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### **HOSOO – ASPIRATIONAL AND SOPHISTICATED FABRICS**



Japanese textile brand HOSOO, established in 1688, continues its international expansion and is excited to announce its novelties collection at ICFF in New York from 19-22 May 2012.

#### THE NOVELTIES COLLECTION

Building on its celebrated legacy, HOSOO develops superior quality fabrics for high-end interior design and fashion houses – fabrics that revisit and reapply time-honoured Japanese weaving techniques to create sophisticated contemporary fabrics. The designs are international in look and style and offer a rich colour scheme, ranging from dual-tone to multi-tone and from subtle to expressive. The fabrics draw their inspiration from the structures and patterns of nature, adding new dimensions of beauty and life. Select styles – ULTRAVIOLET, COLLAGE, MESH and GINKO - are designed by Danish design studio OEO to ensure that the collection reflects bold new conceptual thinking and international perspective.

#### ABOUT HOSOO

HOSOO can trace its history back to the Kyoto silk industry of the 6th century and is today widely acknowledged for its exceptional skills in applying the traditional three-dimensional weaving technique and rich textures of Nishijin (Kyoto) to contemporary designs. Nishijin-ori is a special yarn dyeing and weaving technique developed over 1,200 years ago and used for garments such as kimonos, which were popularized by the nobles of the Imperial Courts of Kyoto, the samurai class and rich merchants. HOSOO fabrics are today integral to a wide number of high-profile interior and fashion houses. References include Dior and Chanel boutiques worldwide with interior design by Peter Marino Architect (US) and the Hyatt Regency Kyoto designed by Superpotato (JP) and are furthermore used by Miharayasuhiro in his 2012 men's collection.

Note to editors:

The HOSOO novelties collection will be exhibiting in Javits Center Hall 1C Stand 937.