

PRESS RELEASE



From September 7 – 11, 2012, **Mohair South Africa** will be exhibiting at **Maison & Objet** in Paris. International trend forecaster **Lidewij Edelkoort** has curated a selection of new and inspiring products made from the mohair fibre.

NOMADIC MOHAIR: This year's stand is inspired by the travelling tribes: Nomadism animates a timeworn style that is faded by age, crafted by hand and coloured by beautiful dyes. This roaming spirit is now reflected by our flexible and wireless existence today and a revived interest in living closer to the floor; a yearning for natural materials like straw, clay, wood and flax, but also animal fibres such as mohair collected from the noble Angora goat.

Edelkoort explains that, *"Our relationship with the earth is becoming a source of inspiration and reflection for the youngest designers and decorators, giving shape to more archaic design and more tribal interiors. Loom-woven mohair rugs and mats will cover the floor, raised slightly by scattered cushions, thin mattresses and small ottomans. Heavy textiles will become tent canopies and looser weaves draped as billowing curtains. Ceramics and hammered metals will be used for rustic tabletop and small side-tables. Stripes will be studied for rugs and blankets to keep us warm on brisk nights. Filikli fringes and gaufrage velvets will both make a comeback to add a wilder dimension and textural depth to mohair's lustrous shine."*

This is the second consecutive year that South African manufacturers will be presenting their commercially-available products at Maison & Objet; including many items that are being unveiled for the first time. **BabyMo** will be launching its Jewel blankets, multi-coloured textures with hand-painted warps and varying wefts. **Karoo Looms** has produced a selection of striped rugs to reflect the nomadic theme and cover the stand floor, added to by other mohair rugs from **Sally Arnold** and **Elsa Barnard**. **Peta-Lee** is a felting expert and has blended 70% mohair with 30% wool to create contemporary accessories for the home. The Cape Town-based design studio **Moonbasket** has embraced mohair into its collection, experimenting with dyeing techniques and blending mohair with hemp and nylon. Other mohair products by **Adèle's Mohair**, **Cape Tweed**, **cowgirlblues**, **Heritage Weavers**, **Hinterveld** and **Mungo Designs** will be on show. These items will all be housed in a wooden tent-construction inspired by nomadic architecture and covered in curtain fabrics and other interior textiles designed by **Coral Stephens** and woven in Swaziland.

In a unique first, Edelkoort has delved into **Schellens'** archives to choose ten gaufrage designs which are being re-released by this famous Dutch textile house. Woven in sumptuous 100% mohair velvet, a selection of these newly-coloured patterned fabrics will be transformed into daybeds, ottomans and other nomadic furniture by the well-renowned Parisian retailer **Caravane**, which will sell these products after the fair.

Another highlight at the stand is a selection of fine Filikli mohair rugs from the Milanese gallery **Altai**. Sourced in eastern Anatolia, these collector rugs are beautifully-dyed and include vintage pieces that are over eighty years old.

Edelkoort has designed a **colour forecast** of deep hues for the nomadic interior (able to be downloaded at **trendtablet.com**): a sandy neutral, cumin green, camel brown and an important new henna. Bright accents such as Jaffa orange, Persian saffron, mustard green and turquoise blue will show how intense mohair's saturation can become, contrasted by jet black and slate grey.

Humble, versatile and honest in terms of its durability and character, mohair is a sturdy and reliable fibre with admirable insulation and sustainable qualities. Edelkoort predicts that *"a drier and coarser hand will become desirable, as mohair begins to leave its strictly-soft days behind. The evolving essence of mohair will enchant us for the seasons to come"*.

Notes to Editors:

1. **Mohair South Africa** was established to advance the entire mohair industry, realizing the responsibility that goes with being the most reliable and largest international source of quality mohair (South Africa currently produces 54% of the total world production). To achieve this objective, it is Mohair South Africa's vision to seek international partnerships and alliances that will enhance the consumption of Cape mohair, and lead to sustainable demand and profitability for all role players - from producer to processor, buyer to manufacturer. Mohair South Africa believes that shared knowledge, a vigorous commitment to continuous improvement, progressive attitudes and financial discipline, are critical ingredients for the future success of the industry.

mohair.co.za

2. Since 2009 Mohair South Africa has called upon **Lidewij Edelkoort** to conduct special forecasts about mohair trends in order to inform, inspire and innovate the fibre in the fields of fashion and lifestyle. Edelkoort is arguably the world's most famous trend forecaster, working in the fashion, textile and lifestyle industries. Her company **Trend Union** produces twice-annual trend books for the creative industries, outlining which styles, colors and textiles will be important for the seasons to come. As one of TIME Magazine's 25 Most Influential People in Fashion and Icon's 20 Most Important People in Design, Edelkoort champions textile design saying *"It's so important to take notice again of contemporary textile designers who are becoming endangered species"*. Edelkoort recently curated *Talking Textiles* as part of an ongoing commitment to promoting textile education.

trendtablet.com / edelkoort.com

NOMADIC MOHAIR



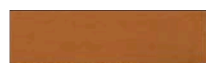
sand Pantone 14-1108 TP



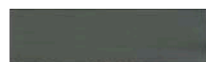
cumin Pantone 15-0636 TP



camel Pantone 17-1328 TP



henna Pantone 17-1353 TP



slate Pantone 18-0503 TP



jet Pantone process black C

"I have designed a colour forecast of deep hues for the nomadic interior of 2013 - 2014: a sandy neutral, cumin green, camel brown, and an important new henna. Bright accents such as orange, saffron, mustard, and turquoise will show how intense mohair's saturation can become, contrasted by jet black and slate grey"

Lidewij Edelkoort
for Mohair South Africa



jaffa orange Pantone 158 C



persian saffron Pantone 18-1658 TP



mustard green Pantone 111



turquoise blue Pantone 19-4526 TP



Please visit the stand at **Maison & Objet:**
Ethnic Chic Hall stand # B48 – C47

You can also contact **Anlé Marais, Marketing & Promotions Manager** for Mohair South Africa who will be at the stand for the duration of the fair
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+27 21 424 1530 / jackie@liquidlingo.co.za

To find out more about mohair visit:
www.mohair.co.za

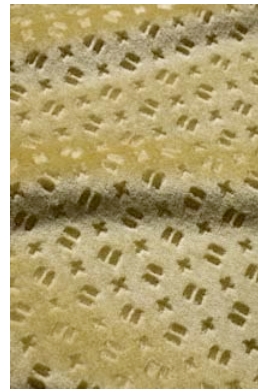




Coral Stephens



Coral Stephens



Schellens



Schellens



Moonbasket



PETA-LEE



Karoo Looms



Adèle's Mohair



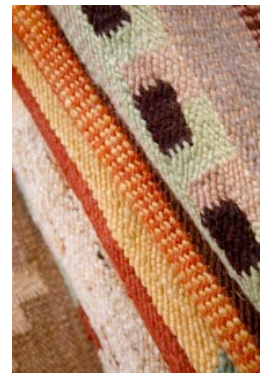
Mungo Design



Heritage Weavers



cowgirlblues



Elsa Barnard



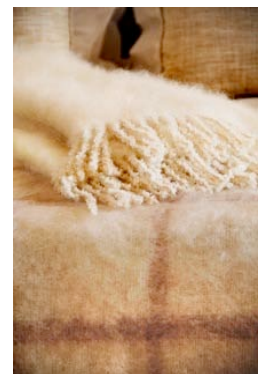
Moonbasket



Altai



Altai



BabyMo



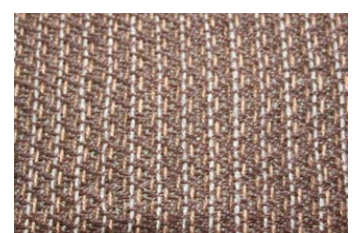
PETA-LEE



Hinterveld



Sally Arnold



Cape Tweed