

PRESS RELEASE

Japanese textile brand HOSOO is excited to announce the details of some of the highlight exhibitions to be featured at Salone del Mobile, Milan 2013

Bang & Olufsen explores new design horizons with Pal Zileri and HOSOO

HOSOO has partnered with Danish high-end home entertainment brand Bang & Olufsen and Italian fashion house Pal Zileri for the exhibition 'Craftsmanship Beyond Belief'. On display are the latest cuts in Italian suits and award-winning Danish speaker design – all featured with the COLLAGE fabric from HOSOO that takes its offspring in traditional collage techniques, which are adapted to create an exclusive and sophisticated contemporary design.

Showroom Pal Zileri, Corso Matteotti 9, 20122 Milan.

Stellar Works features the Harlequin fabric from HOSOO

HOSOO continues its collaboration with Stellar Works, a contemporary design brand hailed for its cross-culturally inspired design universe and commitment to craftsmanship. The SW Collection from Stellar Works features the new HARLEQUIN fabric from HOSOO, which offers a bold and contemporary new interpretation of the classic Harlequin pattern where the graphic look plays with a sense of light and shadow.

MOST, Via Olona 6B, 20123 Milan.

HOSOO takes part in the Japan Handmade initiative

Japan Handmade is a new joint collaboration of craftspeople from Kyoto that applies traditional craftsmanship to create new designs for the international market. Japan Handmade offers a compelling universe of storytelling that reaches out to a new and quality conscious global audience with inspired designs for contemporary living.

MOST, Via Olona 6B, 20123 Milan.

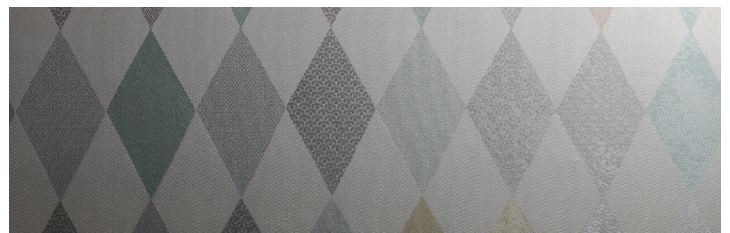
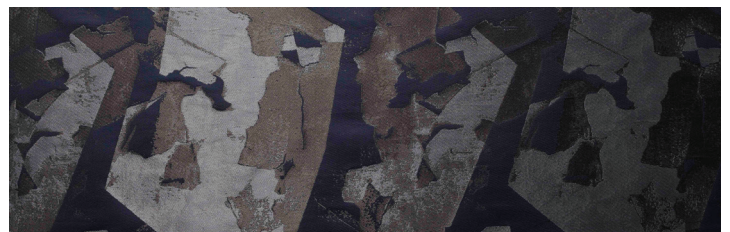
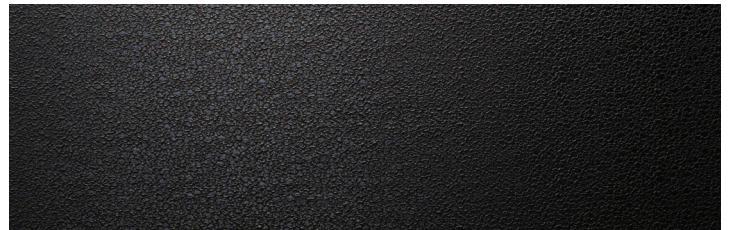
Sfera accessories collection with HOSOO fabric

From sweets to design objects, through architecture, furniture and interior design, Sfera aims to enrich our lives with added value by creating objects that work in harmony. The MESH fabric from HOSOO is used in a new accessories collection from Sfera and will be launched in Milan. The MESH fabric is a simple and dynamic pattern inspired by the spatial contrast of negative and positive space as you find it in both nature and architecture.

SferaSenses Shop, Via Varese 10, 20121 Milan.

About HOSOO

HOSOO is a Kyoto-based textile company founded in 1688 and specialised in superior quality fabrics for high-end interior design and fashion. HOSOO's history can be traced back to the Kyoto silk industry of the sixth century and the company is today widely acknowledged for its exceptional skills within traditional Japanese three-dimensional weaving techniques and for applying richly textured Nishijin weaving to contemporary design. With a distinct focus on craft and quality, all textiles are manufactured at HOSOO's Kyoto facility and workshop. References include Dior and Chanel boutiques worldwide by Peter Marino Architect (US), the Hyatt Regency Kyoto Hotel by the interior design practice Super Potato (JP) and Japanese fashion designer Mihara Yasuhiro.



The MESH, COLLAGE and HARLEQUIN fabrics are designed by Danish design studio OeO.

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