

HELENE BLANCHE

FABRICS & WALLPAPERS

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Introducing Needlepoint Stripe wallpaper

We are delighted to introduce Needlepoint Stripe, a new collection of wallpapers designed by Helene Blanche. Drawing references from traditional craftsmanship, such as fine needle and stitching work, the collection reflects a passion for decorative arts of the past and brings them into modern life.

The Needlepoint Stripe wallpaper bridges classic craft methods and modern design, showcasing Helene Blanche's passion for stripes and dots. With a careful repeat of countless hand-drawn, slightly oval dots, the pattern takes its inspiration from traditional needle and stitching work, forming a striped pattern with a textured impression, beautifully printed on non-woven paper.

"I have a life-long appreciation and admiration for decorative textiles and traditional handcrafts, such as needlework and sewing - that awe-inspiring union of rare luxurious fabrics combined with exquisite attention to detail and technique. Applying skills such as layering embellishments, fine stitching, needlepoint and embroidery, the beauty of these crafted fabrics is remarkable. With Needlepoint Stripe, I wanted to simplify this richness to create a modern collection, drawing references from the classic needle and stitching work, giving these crafts a renaissance unfolded on print", explains Helene Blanche.

The modernist inspiration for this clever geometric motif underpins its mesmerising mid-century feel and a subtle stylish tranquillity - perfect for a contemporary, worldly interior setting.

The Needlepoint Stripe wallpaper comes in six (6) colourways, each with their own crisp and individual characters: Green Earth, Ochre, Sienna, Blue Teal, Rouge and Charcoal – which can be easily adapted and used in classic and contemporary design schemes. The elegant tactile feel and understated depth of the pattern is enhanced by a special flexographic printing technique, using rubber covered rollers cut in relief, which allows the pattern to come alive with fine and tonal details.

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Additional Information

Needlepoint Stripe is available in:

Green Earth, Ochre, Sienna, Blue Teal, Rouge and Charcoal

Composition: 100% Non-woven

Dimensions 52cm x 10m

Repeat: 0.00 cm (None) / Straight match

Price: RRP (incl. VAT) DKK 1.050,- per roll / from € 140 per roll

Launching on the 15th of April 2021, this collection will be available for purchase via our national and international suppliers from April/May 2021, and online at heleneblanche.com for our end-consumers in Denmark.

For any press enquiries, please contact press@heleneblanche.com.

About

Helene Blanche (Fabrics & Wallpapers) was established in 2008 by Helene Blanche and her husband and business partner Jannik Martensen-Larsen in their family-owned interior house Tapet-Cafe, located north of Copenhagen, Denmark.

Helene Blanche (1977) is a Danish textile designer known for her playful, original fabric and wallpaper collections characterised by a Scandinavian attention to detail and longevity. By reaching into design traditions and decorative styles of the past, she is making modern textile history. Helene Blanche sources her materials and production in collaboration with a long line of independent craftspeople both locally and internationally. As an extension of her textile design, she produces elegant decor accessories such as lampshades, cushions, throws and art pieces. She is constantly increasing her awareness of styles and materials through her work with tactile and decorative materials. Her collections are sold exclusively from a selection of hand-picked international showrooms, particularly in Copenhagen, Paris, London, Milan, Rome, Stockholm, USA. Helene Blanche holds a degree in textile design from Central Saint Martin's College of Art and Design in London.