

HELENE BLANCHE

FABRICS & WALLPAPERS

Press Release September 2021



*Announcing the launch of Needlepoint Stripe fabric collection –
bringing artisan needlework and decorative sewing to a contemporary palette*

We are proud to introduce Needlepoint Stripe fabric, designed by Danish textile designer Helene Blanche, which enhances the current Needlepoint Stripe wallpaper range, launched in March 2021. The Needlepoint Stripe pattern showcases Helene’s passion and expertise for exquisite and richly crafted designs, exploring the interplay between classic craft techniques and modern design.

“I have a love for the decorative design universe and am fascinated by traditional craftsmanship, both decadent and extravagant. Yet, I am also devoted to my Nordic roots, modern sculptural objects, minimalism, and sophisticated design. It is within the mix of these worlds that my designs truly come alive”, says Helene Blanche.

Drawing references from the traditional art of decorating textiles with needle and thread, such as needlepoint, cross-stitch, and embroidery, Helene presents an elegant and minimalistic collection destined for contemporary and international level interiors. The Needlepoint Stripe fabric is beautifully printed by experienced French printers onto delicate Belgian linen, to form a harmony of textile and colour. Helene Blanche is inspired by the understated nature as a material, and admires its look and feel. With Needlepoint Stripe Linen, the fabric’s soft and sophisticated character gives the design an elegant and timeless expression.

With more than 10.000 small hand-drawn dots, carefully arranged into bold stripes resembling needlework, the Needlepoint Stripe Linen reflects a quality fusion of tradition and modernity. This refined technique brings the fabric to life. Ideal for curtains and light upholstery, the fabric collection is available in six colourways: Green Earth, Ochre, Sienna, Blue Teal, Rouge and Charcoal, perfectly complementing any of Helene Blanche collections. Needlepoint Stripe dresses rooms elegantly and poetically, making it ideal for classic and modern interior settings.

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“When I explore exquisite embroidery, abstract painted brushstrokes, beautiful French tapestry, or a single drop of ink on silk, my attention hones into these intricate details and crafts, and I begin to form the framework of a whole new pattern and design”, Helene Blanche explains.

Additional Information

Needlepoint Stripe Linen fabric is available in: Green Earth, Ochre, Sienna, Blue Teal, Rouge and Charcoal.

Composition: 100% Linen

Printed width: 142 cm

Repeat: None

Price: RRP (incl. VAT) DKK 1.250 / EUR 168. The fabric is sold per metre.

Launching in autumn 2021, the Needlepoint Stripe Linen fabric will be available via our national and international suppliers and for online purchase at heleneblanche.com for end-consumers in Denmark.

For any 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. Drawing from design traditions and decorative styles of the past, she makes modern textile history. Helene Blanche sources her materials and production in collaboration with a long line of independent craftspeople locally and internationally. As an extension of her fabric and wallpaper designs, she creates elegant decor accessories such as lampshades, cushions, throws and art pieces. She constantly increases her awareness of styles and materials through her work with tactile and decorative materials. Her collections are sold exclusively from a selection of hand-selected international showrooms, particularly in Copenhagen, Paris, London, Milan, Rome, Stockholm, USA.