

HOME FURNISHINGS

Schumacher heightens brand awareness via fabric magazine covers

October 21, 2016



Schumacher's fabric covers for Cabana magazine

By STAFF REPORTS

Home interiors brand Schumacher has partnered with shelter publication Cabana magazine on a project that marries raw material with editorial content.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Founded in 1889, Schumacher is known for its decorative fabrics, wall coverings, furniture and trims. The brand has been involved with a number of high-profile collaborations that have seen the recreation of prints for historical restorations and has worked with designers on interior decor projects including rooms in the White House.

Fabric and print

For its latest collaboration, Schumacher has teamed with Cabana for 9 covers for the publication's fall 2016 issue.

Instead of reproducing 9 of its iconic prints on paper, Schumacher and Cabana worked together to create fabric covers.

This level of enhancement will allow Cabana readers, who are interior design enthusiasts, to interact with Schumacher fabrics in a new and interesting way.




Schumacher fabric cover for Cabana magazine Issue N 6

For those in the home decor business, Schumacher's physical touchpoint may keep the brand top of mind when suggesting fabrics to a client.

Similar to visiting a Schumacher showroom and exploring swatch options, Cabana Issue N 6 will be outfitted with the brand's Lotus Garden, Indian Arbre, Pearl River, Chiang Mai Dragon or Zanzibar fabric prints, in a variety of colors. Fabric was a suitable choice for the issue's cover, as content is dedicated to the "Art of Layering."

Cabana's latest collectable issue, fitted with Schumacher fabric covers, are currently on sale in Europe. The magazine will hit United States newsstands Nov. 12.

Schumacher is the first U.S. brand to work collaboratively with Cabana.



The Art of Layering... Another gorgeous cover of the new issue of Cabana by @schumacher1889 on the green version of @carolinairvingtextiles Almaty Velvet. #issue6 #outthisweek #bigcabanafamily

A photo posted by cabanamagazine (@cabanamagazine) on Oct 15, 2016 at 5:51am PDT

In May, Gucci's Alessandro Michele tried his hand at home furnishing design in a collaboration with Cabana magazine.

Since taking the reins as creative director at the Italian firm, Mr. Michele has left an impression on the fashion industry by updating Gucci's look in a fantastical way that blends its codes with modern accents. Extending the Gucci aesthetic to a collection of bespoke chairs, the designer's collaboration with Cabana was exclusively available on online marketplace 1stDibs ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.