

HOME FURNISHINGS

## Etro rolls brand codes into wallpaper collaboration

January 27, 2017



*Paisley is a frequent theme in Etro's designs*

By STAFF REPORTS

Italian fashion label Etro is bringing its prints to a new part of consumers' homes with the launch of its first wallpaper collection.

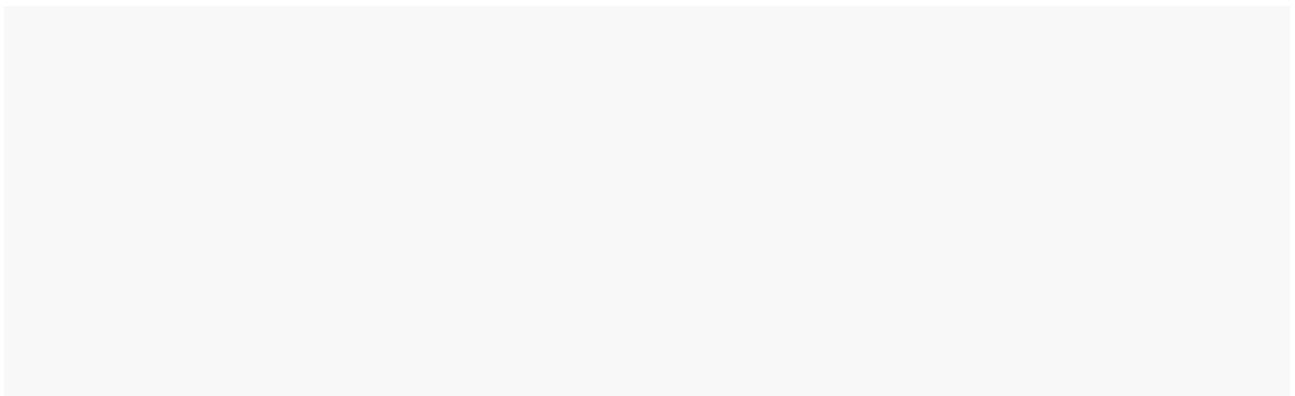
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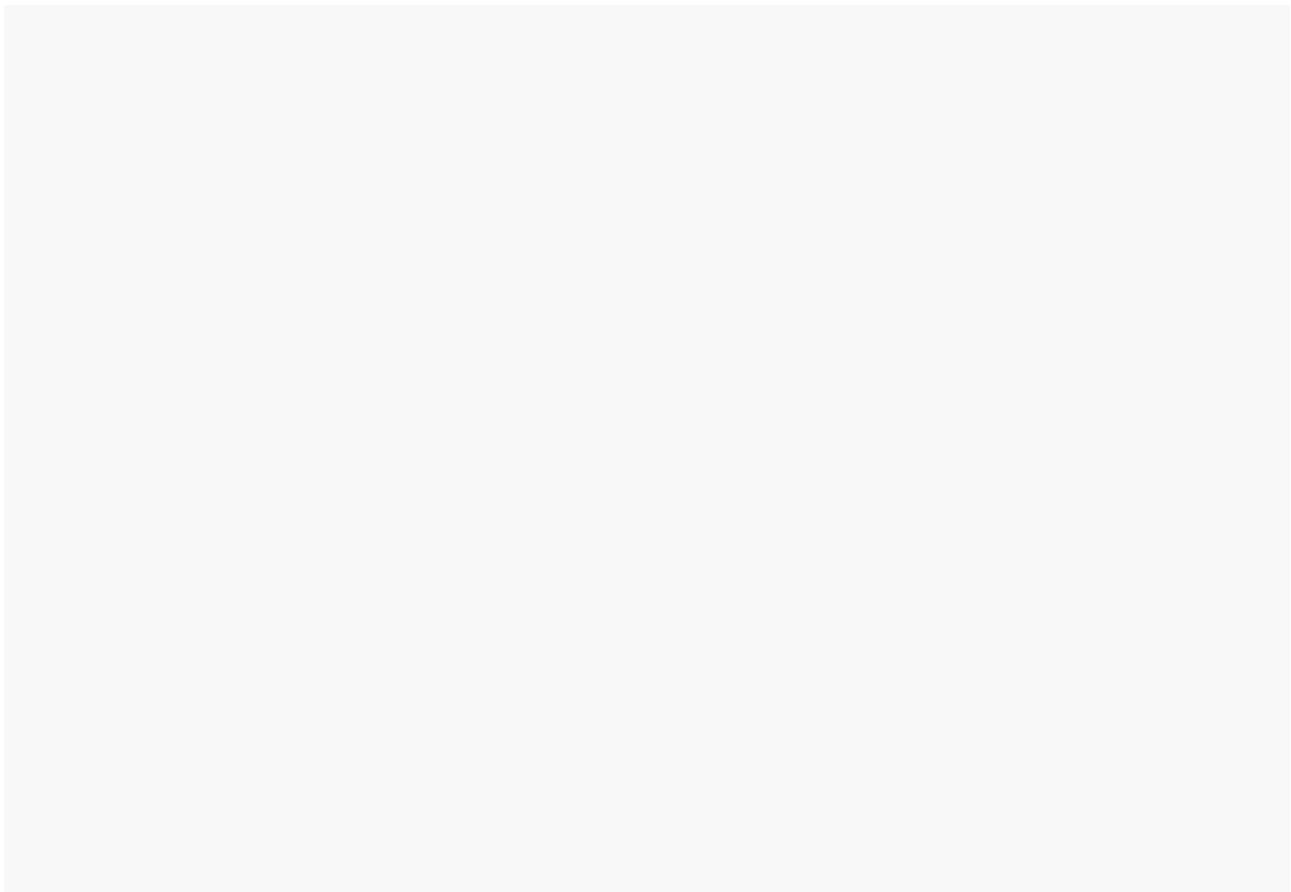
The brand is expanding its existing home furnishings collection to include wallpaper, working with family-owned German company Rasch to translate textile-inspired patterns to paper. For Etro fans, this collection provides a new opportunity to bring the brand's designs into their home.

From runway to walls

First unveiled this month at Maison et Objet in Paris, Etro's collection will be available for sale in February at retailers that currently stock Etro Home.

The collection features four styles. Motifs that pop up frequently in Etro apparel feature, including paisley, a Kashmir palm print and damasks.





Etro is proud to introduce its first wallpaper collection. Created in partnership with renowned German wallpaper company @rasch.tapeten the line of four unique wallpapers debuted this January at @maisonetobjet and will be available for purchase in February 2017. Discover more by clicking the link in our bio. #ETRO #ETROHome

A video posted by ETRO Official (@etro) on Jan 27, 2017 at 4:05am PST

Etro Home currently includes merchandise such as textiles, accessories, tableware, bed linens and throw pillows.

Wallpaper is a medium that enables brands to tell visual stories.

British jeweler Boodles explored concepts of art, craft and beauty in a collaboration with a fellow family-owned brand.

For "Papillon by Boodles and de Gournay," the jeweler and home interiors brand, known for its hand painted wallpapers, have created a butterfly-themed suite of jewelry and matching decor. By combining their collective expertise, Boodles and de Gournay are likely to attract enthusiasts of both brands, especially those who wish to incorporate a favorite house to many aspects of their lives ([see story](#)).

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