

Bemz

Press release
London, June 2016

Bemz news: summer round-up

New and exclusive products, an expert trend report and a new collection



High-resolution images, lifestyle and cut-out from the Bemz image bank:

Click [here](#) or use the link <http://goo.gl/X5V1pm>

June 23, 2016 – Bemz, known for its designer covers for IKEA furniture, brings you the highlights from its summer news: a new collection of fabrics designed by students and chosen by the public through the Bemz Design Award, a summer treat bringing your home seaside thanks to Littlephant, a design classic marking quintessential Swedish designer Stig Lindberg's 100th birthday, a taste of autumn by Designers Guild available exclusively at Bemz, and a cutting edge trend recreated by the Bemz design-team based on the popular Memphis Group's style.

The Bemz Design Award

The new fabrics designed by four student winners and one public winner, chosen through public vote, will be added to the Bemz designer collection and sold worldwide, starting August 2016.

Read more about the Bemz Design Award on the Bemz website (use the link <http://goo.gl/bDwAKZ>) or the New Collection press release (attached).



Bemz covers for Henriksdal chairs in the five winning designs from the Bemz Design Award 2016. To be added to the Bemz Designer Collection in August 2016.

High-resolution images, lifestyle & cut-out from this collection:

Click [here](#) or copy this link <https://goo.gl/H3dEki>



Benz cover for the Stocksund sofa in Aquatic Nearly Black/White by Littlephant, available from July 20, 2016, featuring other Littlephant fabrics as cushions.

High-resolution images, lifestyle and cut-out of Aquatic:

Click [here](#) or use the link <https://goo.gl/pzoWgP>

Aquatic by Littlephant:

An organic pattern featuring a whimsical undersea world, created by Littlephant, one of the most famous, up and coming design brands in Sweden today. Aquatic will be available just in time to inject some summer underwater fun into your decor, from July 20, 2016, for all models in the Benz collection at Benz.com.

Read more about Littlephant [on the Benz website](#) (use the link <http://goo.gl/GDV98E>) or the [Aquatic press release](#) (copy link <http://goo.gl/CUICkQ>).



Benz cover for the Karlstad sofa in Tallyho Nearly Black by Stig Lindberg, available from August 18, 2016.

High-resolution images, including never before seen lifestyle images of Tallyho, along with cut-out images:

Click [here](#) or use the link <https://goo.gl/XCjxMt>

Tallyho by Stig Lindberg:

A new fabric celebrating Stig Lindberg's one hundredth birthday with one of his quintessential 1950s inspired designs. Tallyho, a graphic presentation of stylised apples, will be added to the Bemz 20th century designer collection in two colourways, Nearly Black and Blue. This new fabric is printed in Sweden and will be launched on Stig Lindberg's birthday, August 18, available across the range of models at Bemz.com.

Read more about Stig Lindberg [on the Bemz website](#) (use the link <http://goo.gl/hbhyZX>) or the Tallyho press release (attached).



Bemz cover for the Stocksund sofa in Sudara Magenta made exclusively for Bemz by Designers Guild, available from September 2016.

High-resolution images, lifestyle and cut-out of Sudara Magenta:

Click [here](#) or use the link <https://goo.gl/SBu1Bk>

Sudara Magenta by Designers Guild:

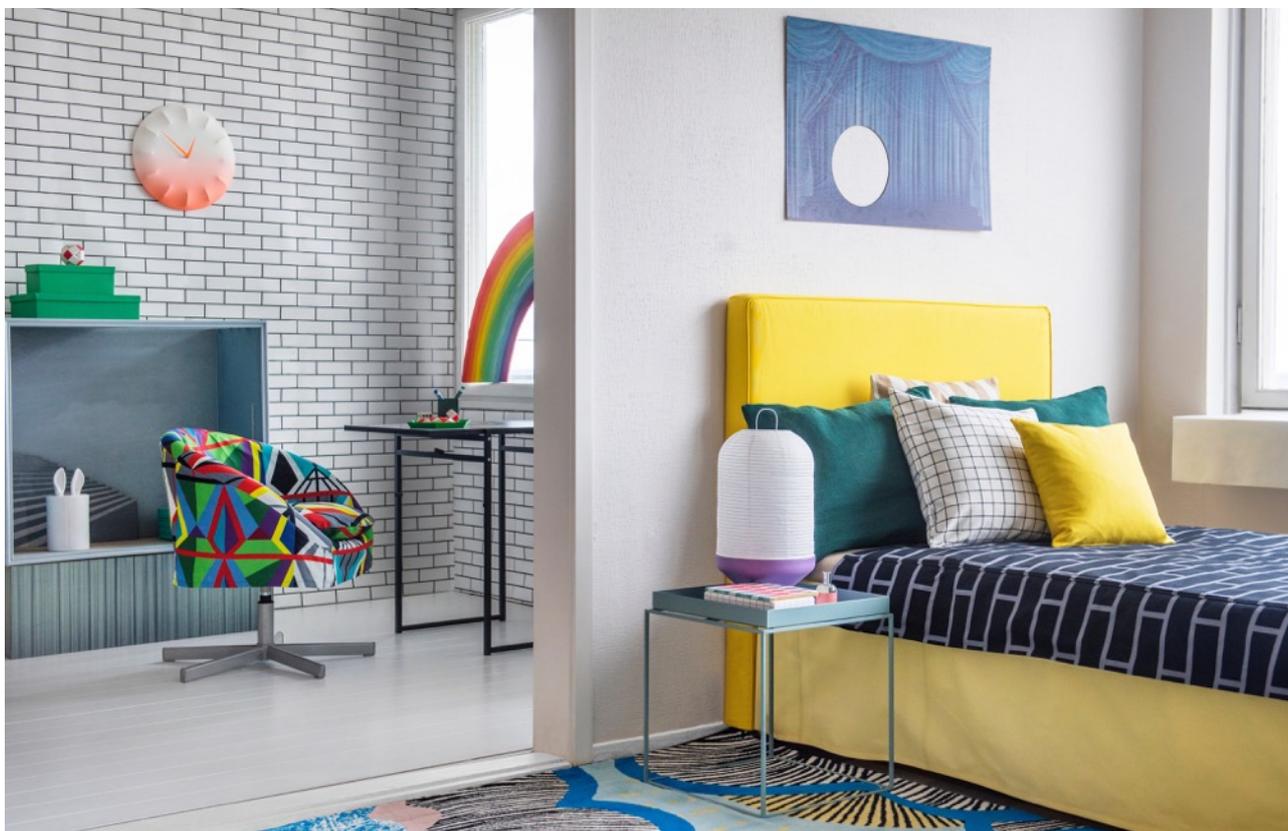
Made exclusively for Bemz by Designers Guild, the new Sudara Magenta colour scheme matches the red autumn fashion trend perfectly, including beautiful burgundy, dark pink, plum, aubergine, olive green and violet tones. Sudara Magenta will be available from September 2016 for all models in the Bemz collection, *exclusively* at Bemz.com.

Read more about Designers Guild [on the Bemz website](#) (use the link <http://goo.gl/hC36f1>) or the Sudara Magenta press release (attached).

Trend report: Pop Graphic

Inspired by the cutting edge trend based on the Memphis Group's style, Bemz created a striking look of bold colour blocks and geometric shapes. As a part of this trend report, Bemz introduced a trio of new geometric patterns designed by in-house designer Katarina Wiklund into its collection: Brick Black, Bromma Stripe Caffe Latte and Bromma Stripe Jet

Black. The company also launched covers for two and three-seater Norsborg sofas, the corner sections, and the chaise longue. Norsborg sofa covers come with practical pockets on the sides of the armrests, ideal for storing remote controls and other smaller items out of sight. New fabrics and models available immediately at Bemz.com.



Pop graphic trend inspired by the Memphis Group style and created by Bemz.

High-resolution images of the Pop Graphic trend:

Click [here](#) or use the link <https://goo.gl/txuVgH>

Read more about the Pop Graphic trend [on the Bemz website](#) (use the link <https://goo.gl/txuVgH>) or [Pop Graphic press release](#) (copy link <https://goo.gl/txuVgH>).

Ends

For more information, fabric samples or to borrow covers, please contact:

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Customer service from the UK: 0800-048 84 04 (Toll Free)

High resolution images from the Bemz image bank available [here](#).

Notes to Editors:

Caption information for images:

Top image:

Bemz cover for the [NEW] Norsborg sofa with pockets in Vanilla Yellow, £189. Bemz cover for the [NEW] Norsborg add-on chaise longue in Vanilla Yellow, £109. Bemz cover for the Klappsta armchair in Classic Ruta Black, £99. Bemz cushion covers in Tegnér Melange Rose, £25, and [NEW] Brick Black by Katarina Wiklund, £19.

Second image:

Bemz covers for Henriksdal chairs in the five winning designs from the Bemz Design Award 2016: short cover in [NEW] Artiskok Light Olive Green by Lena Maier of Germany, £85 and medium skirt covers in [NEW] Urquhart Light Denim Blue by Roseanne Jack of the UK, [NEW] Vases Graphiques Absolute White by Virginie Roblin public entry winner, [NEW] Flying on Ice Mineral Blue by Charlène Juille of France and [NEW] För att Himlen är Blå Deep Navy Blue by Bemz Design Award 2016 winner Anna Möller of Sweden, £95 each.

Third image:

Bemz cover for the Stocksund sofa in [NEW] Aquatic Nearly Black/White by Littlephant, £749. Cushions in Fruit Garden Yellow (£39), Big Waves Aqua (£49), Saga Forest Black/Multi (£39), Saga Forest Red/White (£39), Circus White/Yellow (£45), Harlequin White/Multi (£49) and Waves Grey/Grey (£39), all by Littlephant at Bemz.

Fourth image:

Bemz cover for the Karlstad sofa in [NEW] Tallyho Nearly Black by Stig Lindberg, £489. Bemz cover for Söderhamn footstool in Bulbous Ash Brown by Stig Lindberg, £139. Bemz cushion covers in [NEW] Tallyho Nearly Black and [NEW] Tallyho Blue by Stig Lindberg, £29 each, and Brinken Herringbone Silver Grey, £19.

Fifth image:

Bemz cover for the Stocksund sofa in [NEW] Sudara Magenta by Designers Guild, exclusively for Bemz, £669. Bemz cushion covers in Tegnér Melange Pearl White (£25), Brera Lino Aubergine by Designers Guild (£35), and Panama Cotton Teal Blue (£15).

Sixth image:

Bemz cover for the Skruvsta chair in Comedin Går by Stellan Mörner, £89. Bemz cover for the Abelvär headboard in Sun Yellow, £95. Bemz bedskirt in Vanilla Yellow, £79. Bemz bedspread in [NEW] Brick Black by Katarina Wiklund, £179. Bemz cushion covers in Stockholm Stripe Caffè Latte, £19, Brera Lino Ivy by Designers Guild, £35, Classic Ruta Black, £19 and Sun Yellow, £15.

About Bemz

Bemz is a Swedish design company that produces tailor-made covers for IKEA furniture and other home textile products. The company was founded in 2005 by Lesley Pennington. The Bemz brand philosophy is deeply rooted in Scandinavian design history. Bemz fabrics are specially selected for their high quality, natural materials and all Bemz textiles are machine washable. With a business idea based on extending the life of IKEA furniture, Bemz environmental commitment is significant. Furthermore, Bemz eliminates overproduction by only manufacturing what customers have ordered and all production takes place in Europe, its biggest market. In December 2009, Bemz opened a store at Odengatan 22, in Stockholm - a shop and showroom in one.

More facts and figures on Bemz [here](#).
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