

# Bemz

Press release  
London, January 2017

## Join Bemz on its global tour of international design

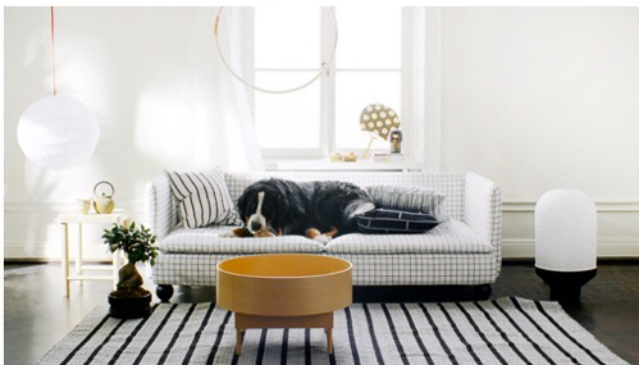
One sofa four looks, with top stylist Saša Antić



Magical Marrakesh



Exhilarating New York



Tokyo Precision



Dynamic Milan

**High-resolution images, lifestyle and cut-out:**

Click [here](#) or copy the link [goo.gl/sV1XLV](https://goo.gl/sV1XLV)

January 12, 2017 – Starting with nothing but a white room and an IKEA sofa, internationally renowned interior stylist Saša Antić created four completely different looks inspired by fascinating cities around the world for the Swedish design company **Bemz**, a company known for custom-designed covers for Ikea sofas and chairs.

"Marrakesh, New York, Tokyo and Milan: Four great cities, all with notable ambience yet each thoroughly different from the others. I wanted to show how easy it is to change a sofa cover and completely change the vibe of a room. No matter where in the world you may be," explains Saša Antić.

Saša reveals his favourite pro-styling tip for those looking to transform their home, "Take your time, don't rush things and always follow your gut – no matter what people say."

## The Magic of Marrakesh



Bemz Loose Fit Urban style cover for the IKEA Karlstad sofa in Brera Lino Rosewood by Designers Guild, £619. Bemz curtain in Brera Lino Cinnamon by Designers Guild, from £129. Bemz cushion covers in Panama Cotton Chestnut, Rosendal Pure Washed Linen Unbleached, Zaragoza Vintage Velvet Zinc by Designers Guild, Sybary Coffee and Rosendal Pure Washed Linen Absolute White, from £15.

Rich colours and varied textures reflect the Moroccan city's sights and sounds. Saša Antić took inspiration from the spice filled souks and Marrakesh's heady sights and treasures when choosing the colour nuances for this styling. Welcome to another world!

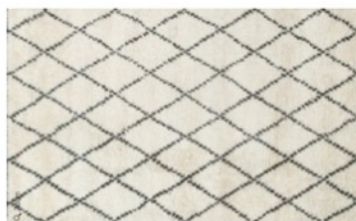
Get the look:



Colourful Kilim cushions from Myakka



Traditional Moroccan Tray Table from Etsy



Moroccan Beni Ourain Ivory Wool Rug from Rugsville



Bemz Loose Fit Urban style cover for the Karlstad sofa in Brera Lino Rosewood by Designers Guild

Watch the Marrakesh video makeover [here](#).

## Exhilarating New York



Bemz cover for the IKEA Karlstad sofa in Zaragoza Vintage Velvet Viridian by Designers Guild, £439, and a Bemz cushion cover in Zaragoza Vintage Velvet Emerald by Designers Guild, £45.

The city that never sleeps... Saša Antić has captured the world's coolest concrete jungle's chic sophistication with a wonderful mix of textures and details. A luxurious velvet sofa, with marble accents, an eye-catching zebra rug and an elegant chandelier: Saša's look is as contrasting as the city itself. New York, New York!

Get the look:



Extravagant side table with marble and leather elements by Stalverket



Estelle 170 sofa legs in Mint by Pretty Pegs



Zebra printed cowhide rug from Amara



Bemz cover for the IKEA Karlstad sofa in Zaragoza Vintage Velvet Viridian by Designers Guild

Watch the New York makeover video [here](#).

## Tokyo Precision



Bemz cover for the IKEA Söderhamn sofa in classic Ruta Black by Katarina Wiklund, £359. Bemz cushion covers in Brera Fino Noir by Designers Guild, £39, Brick Black by Katarina Wiklund, £25, and Japan White by Göta Trägårdh, £29.

Clean, smooth lines, simple monochromatic colour palette with lightweight, traditional details: Saša Antić brings to life the serenity and minimal aesthetic connected with the Japanese capital. A veritable rest for the eyes.

Get the look:



Regolit handmade pendant lampshade by IKEA



Otto 100 sofa legs in Black by Pretty Pegs



Handwoven grey and black wool rug Raskmölle by IKEA



Bemz cover for the IKEA Söderhamn sofa in classic Ruta Black by Katarina Wiklund

Watch the Tokyo makeover video [here](#).

## Dynamic Milan



Bemz cover for the IKEA Söderhamn sofa in Jardin Exochic Méditerranée by Christian Lacroix Maison, £669. Bemz curtain in Betula Zinc Grey, £119. Bemz cushion covers in Zaragoza Vintage Velvet Mist and Zaragoza Vintage Velvet Sea by Designers Guild, £29 each, and Belgian Linen Blend Graphic Grey, £25.

For the international fashion capital of the world, Saša Antić based the look on a bold, multi-layered mix of striking patterns. A touch of old school glamour gives the space its unique atmosphere. Fashion for the home!

Get the look:



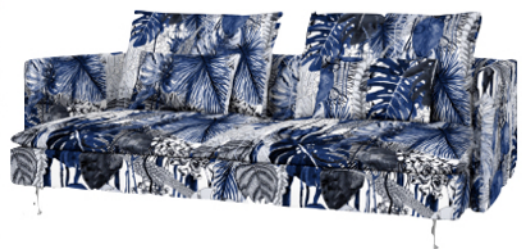
Black square tray  
table by HAY



Hektar floor lamp  
by IKEA



Pantigre Onyx rug by  
Christian Lacroix Maison



Bemz cover for the IKEA Söderhamn sofa in Jardin  
Exochic Méditerranée by Christian Lacroix Maison

Watch the Milan makeover [here](#).

Ends

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

**[press@bemz.com](mailto:press@bemz.com)**

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

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

## **About Saša Antić**

Saša Antić is a interior stylist. He divides his time between Stockholm and New York, but works all over the world for such well-known brands as IKEA, West Elm, H&M Home, Vogue and ELLE Deco. He divides his time between Stockholm and New York. The strong contrasts of these two cities inspires him and shapes his creative work. Whether art, travel, films, music, nature or people: the ideas for his work come from the most diverse areas.

Saša Antić describes himself as extraordinarily curious. His identity has always been to guide, inspire and to tell a visual story in my work. For him, creativity means inventing new things, experimenting, growing, taking risks and breaking rules, but also making mistakes - and above all, having fun.

Read more about Saša Antić at [www.sasaantic.com](http://www.sasaantic.com)

## **About Bemz**

Bemz is a Swedish design company that produces custom-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.

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