

Bemz

Press release
London, October 2016

Bemz transforms recycled fabrics with vibrant on-trend colours

Bemz broadens its Respect collection of recycled textiles with seven never-before-seen colours

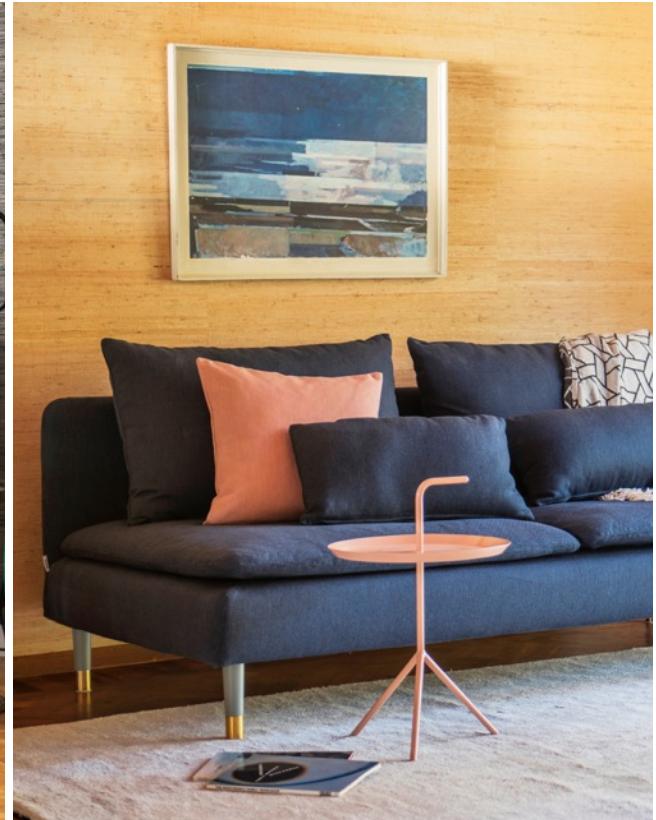


High-resolution images, lifestyle and cut-out:
Click [here](#) or use the link <https://goo.gl/EdWnbe>

October 18, 2016 – Bemz is extending its extremely successful range of Respect fabrics, manufactured entirely from recycled material without the use of water or dyes, to include seven new fabrics in an array of stunning colourways. This break from the traditionally neutral palette of recycled textiles offers the perfect balance of design, quality and sustainability.



Bemz covers for the Nils chair in [NEW] Lunda Melange Rosewood and [NEW] Brunna Melange Rose.



Bemz cover for Abelvär headboard in [NEW] Lunda Melange Daiquiri.
Bemz cover for Söderhamn sofa in [NEW] Brunna Melange Ink Blue.

“The Bemz Respect collection satisfied the unmet demand for sustainable furniture covers in the market when it was first launched in February 2015, and is one of the anchor collections at Bemz today. Respect offers a fabric combining high quality, beautiful design and sustainable production and customers love the special texture. The purpose of the new collection of colours is to show that recycled products can be colourful and trendy,” says Lesley Pennington, Bemz founder and CEO.

Muted pastels in rose, green and blue join vibrant accented hues in navy, red and ivy to bring some of this year’s hottest interior trend colours to the collection.

The complete Bemz Respect Collection



“Bemz instigated this move toward coloured recycled fabrics. Working in close collaboration with the textile manufacturer, we developed these new fashion-savvy shades to complement the existing earthy, neutral tones, offering more options for a sustainable yet stunningly modern home,” says Lisbeth Toivonen, Production Manager at Bemz.

Respect textiles are manufactured in several stages. Leftover fabrics from the clothing industry are first collected and sorted by colour. The textiles are shredded and ground back down to their initial cotton fibres, which are then spun into yarn. To ensure a durable and high quality yarn, the cotton fibres are mixed with a small amount of polyester derived from recycled plastic bottles. Finally, the yarn is woven into a new textile, designed by Bemz.

The new Respect textiles are available across the range of products on Bemz.com.



TREND REPORT: Scandi Retro

The design team at Bemz have brought the Respect collection to life with the latest trend report, Scandi Retro which embraces this season's hot colour story, blending textures and light to create a classic and inherently Scandinavian look. Scandi Retro is a vivid impression where subtle and harmonious can mix with bold yet serene, with a nod to 70s aesthetic.

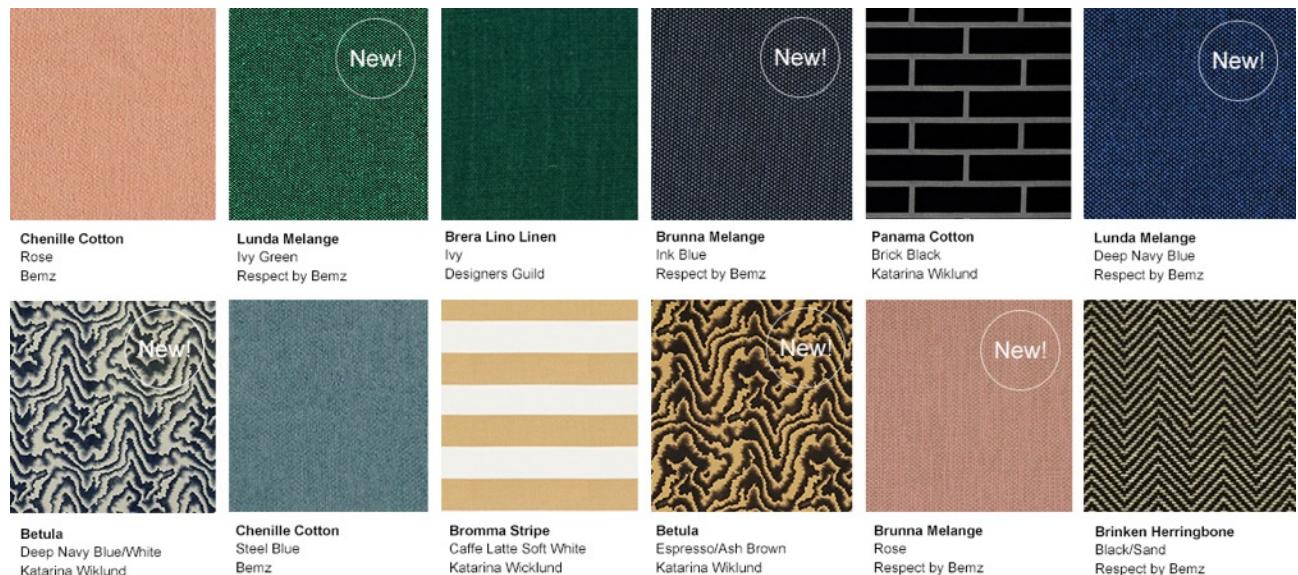


Bemz daybed cover in [NEW] Betula Deep Navy Blue.

To get the Scandi Retro vibe, think elegant yet funky with Bemz covers in Respect shades of green, blue and dusty pink. Respect is at its best when combined with other materials – soft fabrics such as Chenille or Velvet – to add an extra layer of interest, or when mixed and matched with earth-toned stripes for a throwback to a bold hippie-chic aesthetic.

Vibrant shades in the same colour family along with some eclectic patterns, especially on large pieces of furniture, will add a dash of 70s cool.

Palette for Scandi Retro trend



NEW! Vallentuna modular sofa covers

The Scandi Retro trend is the perfect platform to use IKEA's latest and most ambitious modular sofa series, the Vallentuna range, which when combined with a Bemz cover allows complete flexibility in designing your own furniture.



Modular and highly personal sofa solutions with Vallentuna and Bemz.

The Vallentuna is a welcome addition to the range at Bemz, where covers for the low back and high back seat modules, both with and without storage, corner seat modules, sofa bed, armrest and back cushion are now available in almost 300 different fabrics. Not only can this series of free-standing modules be combined to create any shape or size of unit to suit every family and living space, it is also possible to mix and match different covers from Bemz.com to create a very unique, personal combination.

NEWS!

Bemz is also extending several existing collections: the Betula pattern will now also be available in Deep Navy Blue and Espresso, on top of the existing Zinc Grey – all available to buy on Bemz.com from today.

The new Respect fabrics, along with the new colourways for Betula and the Vallentuna models will be available for purchase across the full range of products at Bemz.com from today.

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 Low Back Vallentuna seat module and Vallentuna armrest in [NEW] Lunda Melange Daiquiri Green, £238. Bemz cover for Low Back Vallentuna seat module in [NEW] Lunda Melange Mineral Blue, £179. Bemz covers for Vallentuna cushions in [NEW] Lunda Melange Daiquiri and [NEW] Lunda Melange Mineral Blue, £35 each. Bemz cushion cover in [NEW] Lunda Melange Mineral Blue, £19.

Second image:

Bemz covers for Nils chairs in [NEW] Lunda Melange Rosewood, [NEW] Brunna Melange Rose and Chenille Rose, £45 each. Bemz cover for Nils armchair in Brinken Herringbone Jet Black/Sand Beige, £65. Bemz cushion cover in Aquatic Nearly Black by Littlephant, £39.

Third image:

Bemz cover for Abelvär headboard in [NEW] Lunda Melange Daiquiri, £149. Bemz bedspread in [NEW] Lunda Melange Deep Navy Blue, £219. Bemz bedskirt in Stockholm Stripe Caffe Latte, £109. Bemz cushion covers in [NEW] Lunda Melange Ivy Green and [NEW] Brunna Melange Ink Blue, £25 each.

Fourth image:

Bemz cover for Söderhamn section in [NEW] Brunna Melange Ink Blue, £299. Bemz cushion cover in [NEW] Brunna Melange Rose, £25.

Fifth image:

Bemz cover for Karlstad sofa in Bromma Stripe Caffe Latte, £319. Bemz cushion covers in [NEW] Lunda Melange Ivy Green, [NEW] Lunda Melange Daiquiri and Brick Black, £25 each, Panama Cotton Chestnut and Panama Cotton Mandarin Orange, £15 each.

Sixth image:

Bemz daybed cover in [NEW] Betula Deep Navy Blue, £129. Bemz cushion covers, fabrics: [NEW] Brunna Melange Ink Blue, [NEW] Lunda Melange Silver Grey, [NEW] Lunda Melange Ivy Green and [NEW] Lunda Melange Daiquiri, £25 each.

Seventh image:

Bemz cover for Low Back Vallentuna seat module and Vallentuna armrest in [NEW] Lunda Melange Daiquiri Green, £238. Bemz cover for Low Back Vallentuna seat module in [NEW] Lunda Melange Mineral Blue, £179. Bemz cover for Vallentuna seat module in Chenille Steel Blue, £129. Bemz cover for High Back Vallentuna seat module in [NEW] Lunda Melange Deep Navy Blue, £189. Bemz cover for Low Back Vallentuna seat and Vallentuna armrest in [NEW] Lunda Melange Ivy Green, £238. Bemz cushion covers in [NEW] Brunna Melange Ink Blue and [NEW] Brunna Melange Rose, £25 each.

About Bemz

Bemz is a Swedish design company, founded in 2005 by Lesley Pennington, that produces tailor-made covers for IKEA furniture and other home textile products. 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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