

Bemz celebrates 10 years in business with a limited edition, designer-curated collection

Tricia Guild kicks off the celebrations



The film, featuring Tricia Guild, was unveiled today at the Bemz Inspiration Store's Stockholm Fashion Week event and on www.bemz.com. Watch it [here](#).

May 20, 2015 - Swedish design company, [Bemz](#) is proud to celebrate its 10th anniversary with a brand new, limited edition designer-curated collection, ushered in today by Tricia Guild. Featuring prominent, up-and-coming and iconic 20th century designers, the collection shines a spotlight on Bemz's core business – to provide world-class design for its customers.

Each designer will introduce a new pattern to the current Bemz collection of more than 250 textiles. In addition, the designer will curate her fabric with three other textiles from the existing Bemz collection. Each curation will be filmed and the new designer collaborations will be launched one-by-one throughout the year. The limited edition collection will only be available in 2015.

Tricia Guild, founder and Creative Director at Designers Guild, is the inaugural designer of the 10th anniversary campaign, launching one of her beloved designs, Sudara at Bemz. Sudara is a digitally printed floral pattern that features a large repeating motif of hydrangeas in rich azure, lime,

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mint, blue and violet tones presented on a pale natural cotton background. The pattern is particularly interesting as it contrasts rough artistic painted brush strokes with the finer details of the Hydrangea flower heads.



From today and for the first time at Bemz, Sudara will be available as covers for the complete range of products at Bemz. The film, featuring Tricia Guild, was unveiled today at the Bemz Inspiration Store's Stockholm Fashion Week event and on www.bemz.com.



Sudara – Azure



Brera Lino – Leaf



Brera Lino – Natural



Rosendal Linen – Soft White

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"I am delighted to be involved in this project. Bemz are renowned for their superb range of excellent quality loose covers, and their innovative approach to creating a sofa with personality through their extensive choice of covers is something that I am a great believer in," says Tricia Guild about the co-operation.

The other four designer collaborations will be launched throughout the year.

"We are thrilled to celebrate our ten year anniversary by introducing this limited edition, designer-curated collection, and are truly honoured to launch the collection together with design icon, Tricia Guild," says Lesley Pennington, founder and CEO of Bemz.



Ends

Notes to Editors:

Caption information for images:

Top Image:

Tricia Guild, Founder and Creative Director at Designers Guild.

Second Image:

Bemz cover for the Söderhamn sofa in Sudara [NEW] by Designers Guild, £749 (approx.). Bemz cushions covers in Natural Brera Lino and Leaf Brera Lino by Designers Guild, £35 each, and Loose Fit Urban style Soft White Rosendal Pure Washed Linen, £35 by Bemz.

Third Image:

Tricia Guild's curated colour palette: Sudara Azure, Natural Brera Lino and Leaf Brera Lino, all by Designers Guild. Soft White Rosendal Pure Washed linen by Bemz.

Last image:

Bemz cover for the Söderhamn sofa in Sudara [NEW] by Designers Guild, £749 (approx.).

More high-resolution images available at Bemz [here](#).

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

Christina Bhachu, Bemz: 0796 621 6363, christie@bemz.com

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

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High resolution images from Bemz here.

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.

About Designers Guild

Designers Guild is the international, luxury lifestyle brand. Headed by Tricia Guild, Creative Director and Founder – renowned for her use of colour and pattern - the company produces fabric, wallpaper and paint collections as well as bed and bath and home accessories. With stores in London and online as well as a network of global stockists - the brand offers everything for a contemporary lifestyle. www.designersguild.com