

BATTILOSSI

Est 1959

Battilossi @ Pfister, Switzerland

5 CARPETS OF THE ITALIAN COMPANY ON SHOW TO CELEBRATE THE REOPENING OF THE ETOY STORE

Battilossi, the Italian rug company characterized by manufacturing excellence, chromatic harmony and calibrated elegance, consolidates its collaboration with Pfister, the leading furniture chain in Switzerland, with 18 branches present in all the regions, since 1882 synonymous of love and passion for home and furniture.

To celebrate the reopening of the Etoy store, one of the biggest and most elegant shops near Lausanne, Pfister clients will be able to access a selection of furnishings and accessories with a special discount from 24 October to 26 November, including Battilossi carpets, that for years have enriched the offer of Pfister's stores and e-commerce.

On display in the shop and proposed at a reduced price of 15%, 5 iconic Battilossi rugs conceived in Turin in Italy and made in the 2 factories in Kathmandu in Nepal and in Lahore in Pakistan, each of which expresses the tradition of the country of origin, fruit of a close dialogue between East and West.

Let's start with the Pattern Mix 5 Ivory carpet in pure virgin wool, hand-knotted in Pakistan, which combines dense triangle graphics by the vibrant contemporaneity, to continue with Eclectica Print on Print Tangerine, hand-knotted in Pakistan, which releases an industrial look for the characteristic color that degrades from rust to gray to recall the oxidation of metals.

Tocca T1 Shadow, made in Nepal, plays on the superimposition of abstract geometries and shadow effects, while Tocca T3 Steel Dune, has a prismatic design that juxtaposes faces in delicate colors from green to beige and brown, for soft interiors with a decorative soul.

Finally, Pattern Mix 2 Carbon, hand-knotted in Pakistan, could not be missing: two rectangles float on a dark base, winking at abstract painting, revealing at a close look an intertwining of minute decorations.

Unique designs, knotting techniques and unique dyeing of the yarns distinguish the Battilossi rugs, also available with custom-materials and colors and size on request: large backgrounds where the contrasts are perfectly harmonized to give a feeling of balance to any environment.

<https://www.pfister.ch/it/filialen/etoy>

Eclectica

Eclectica brings together the different skills of all team members. It is the innovative vision of a designer with a passionate devotion to beauty in handmade rugs. Designed in Italy and handknotted in Lahore, the process entails particularly complex weaving techniques and supreme attention to detail, with the unique surface achieved through the meticulous work of a team of restorers of antique rugs. Small-pot dyeing heightens the texture in a celebration of colour. Inspired by the surfaces we see around us, Eclectica is a meditation on the life cycle of manmade materials. The abstract, organic designs in the collection demonstrate how sublime refinement can be found in something as prosaic as a corroded sheet of metal, and the profound abilities of yarn to transform and tell tangible stories.

Design. Brushpaint (Colors: Brown, Red), Checker Print (Colors: Bronze, Choco), Cosmo (Colors: Night, Sand), Crossroads (Colors: Charcoal, Silver), Earth (Colors: Lava, Moss), Glaze (Colors: Persimmon), I Jean (Colors: Ice, Mud, Stone), Largo (Colors: Cement, Ocean, Sand), Night Vision (Colors: Fire, Petrol), Print on Print (Colors: Sugar, Tangerine), Short Round (Colors: Foliage, Magma), Sideways (Colors: Rust, Steel, Sunset), Tangy (Colors: Biscuit, Dust), Wabi Sabi (Colors: Desert, Sunset).

Custom materials, colors and size available upon request.

Hand-knotted in Lahore, Punjab.

Battilossi, Piazza Maria Teresa (via Giolitti 45g), 10123 Torino, T. +39 011 18951830 E. info@battilossi.com

BATTILOSSI

Est 1959

Pattern Mix

The collection is the result of matching a small technical weaving feature particular to our workshops in Pakistan with the vision of designer Draga Obradovic, whose fabrics combine hand-printing and painting with the organic look and feel of vintage textiles. The ability to reflect the clarity and purity of Draga Obradovic's original work is the result of the exquisite skill of the Lahore weaving studio and the extremely detailed finishing of each carpet. The physical texture of a handprinted cotton is recognisable to many but few can fully articulate it. Creating rugs that reflect the unique character of vintage textiles or upholstery is more about trying to capture the layers of meaning conveyed by the textures of a textile than simply creating a pattern. The fabrics created by Draga Obradovic's atelier achieve her signature look and authenticity through layering cloth, pattern and colour; here they are translated into a pile carpet collection with its own signature style.

Design. Pattern Mix 2 (Colors: Carbon, Coffee, Steel, Suede), Pattern Mix 3 (Colors: Linen), Pattern Mix 4 (Colors: Mist, Moss), Pattern Mix 5 (Colors: Ivory, Lapis), Pattern Mix 6 (Colors: Castagna), Pattern Mix 7 (Colors: Linen), Pattern Mix 9 (Colors: Ivory, Spice), Pattern Mix 10 (Colors: Ivory), Pattern Mix 12 (Colors: Black, Cream, Taupe), Pattern Mix 14 (Colors: Apricot, Denim, Pebble), Pattern Mix 15 (Colors: Fog, Honey).

Custom materials, colors and size available upon request.

Hand-knotted in Lahore, Punjab.

Tocca

Our Tocca collection rugs consist of three elements, geometry, colour and texture, working together to create a movement, a dance. Perfectly pitched colour, alluring texture, subtle design, complex weave and precise detailing.

Tocca designs have extremely complex woven structure with more than six overlaying textures that give the rugs a unique handle and visual texture.

Design. T1 (Colors: Lemon Grey, Shadow, Silver), T2 (Colors: Argento, Dune), T3 (Colors: Grey, Spring, Steel Dune), T4 (Colors: Orange, Persian Plum, Sahara), T5 (Colors: Copper, Petrol), T6 (Colors: Cream, Pearl, Smoky Quartz).

Custom materials, colors and size available upon request.

Hand-knotted in Kathmandu, Nepal.

Battilossi Italia

Via Giolitti 45 g

10123 Torino – Italy

Te. +39 011 18951830

Email: customerservice@battilossi.com

Battilossi North America

The Merchandise Mart

222 Merchandise Mart Plaza Suite 6-160

Chicago Illinois 60654 USA

Tel.+1 312 321 0090

Email: sales_us@battilossi.com

Ufficio Stampa: R+W, 02 33104675, barbara.barbato@r-w.it