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Trade show : The future of sustainable design at the heart of the Heimtextil 2020 fair

Jan 27, 2020

50 years after its creation, Heimtextil is still the world's biggest fair for home textiles. From January 7th to 8th, to celebrate its longevity and influence, the fair clearly turned towards the environment: new eco-responsible processes, sustainable, intelligent, resistant materials and products ... all types of respectful innovations that will fashion textiles, decorative fabrics and wallpapers for 2020 and beyond.

To contribute to this unique event, Peclers Paris was present in the Style area where Patricia Beausoleil, our Home, Environment & Design Director, presented "DARK SYMBIOSIS, ENTERING THE ERA OF A NEW MATERIALISM", a trend that is part of the [Environment & Design FW 21-22 trend book](#).

An exclusive look at the favorite brand of Sari Myöhänen, our Senior Designer. Read the full report on key trends, Colors, textiles, sustainability...on [Peclers+](#)

FAVORITE BRAND

The Himeya de Himatsingka collection

Already well developed in recent seasons, the **eco-responsible commitment** continues to progress. Keeping in step with market evolutions, **Himaya de Himatsingka created [Himeya](#)** that offers high-end, 100% sustainable bed linens and towels.





Far from being a simple trend, this search for responsibility, respect for nature and a certain humanity is part of the brand's philosophy. Its name, from Sanskrit, signifies "infinity and purity". This is translated by a strong creative positioning: make the "good and beautiful". The fabrics have refined textures such as micro reps in cotton percale, ultra-soft flannels, puffy paste prints on cotton sateen, linen jacquards ...



The terrycloth "Rescue towels" range was created out of yarns salvaged from the company's own production. And the "hug" cushions are filled with kapok fiber. The color range is natural and intense with yellows, terracottas and khakis.



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