

LUIZ Collection 2020: "STUDIO"

New Look, New Book, New Room

Numerous new items from LUIZ are well worth seeing in 2020: the current "Studio" collection, the "Cento" bed, a clear and minimalist lookbook and, last but not least, our company's newly completed building in Hürth near Cologne. But for Anna and Barbara LUIZ, the unchanging basis for all fresh impulses is always the traditional value system of their family-run manufactory, where unique pieces are skilfully handmade from the finest natural fibres. Piece after piece: textile passion "made in Germany".

"Studio" is the aptly chosen name of LUIZ's collection for 2020. The word "studio" conjures the exciting atmosphere in which imaginative impulses are created, tested, rejected, reconceived and ultimately approved and implemented. For Barbara and Anna, who direct their family's business in the third generation, this "Studio" process leads directly to LUIZ's DNA: authentic fabrics from small European weaving mills, transformed into home textiles of the highest quality via traditional techniques and through numerous steps by the skilled hands of experienced seamstresses at the company's traditional location in the Rhineland.

One example is a luxurious bedspread of glove-soft suede, filled box by box with the finest down and meticulously quilted. Another example is casual linen napkins with delicately hand-sewn decorative stitches forming tiny knots that add filigree accents. The "Studio" **lookbook** communicates these and other unique core competencies through large-format photos and intentionally concise texts. Statements such as "TAKE THE TIME TO CREATE AND ENJOY UNIQUENESS" sum up the company's philosophy in a few words and reaffirm LUIZ's promise to customers. Anyone who holds a LUIZ product in their hands immediately senses that this outstanding quality truly speaks for itself.

LUIZ home textiles combine nature's most beautiful materials in a single impressive collection: the finest Italian cashmere, delicate merino, soft suede, fine-threaded cotton, long-fibre linen and many exclusive fibre blends. Over 130 fabrics in 850 colour combinations reveal their fascination in subtle nuances and a cosy feel, in the mix & match of coarse and fine, knitwear and velvet, pastel hues and understated non-colours.

Luxurious LUIZ bed linen likewise offers uniqueness that grants virtually every customer's wish for fabric, precise dimensions, styling, colours and handcrafted details. If desired, we can also deliver our linen to the customer's home freshly washed and hand-ironed. For example, our seamstresses' skilled hands carefully measure, pin and iron each of the perfectly parallel folds in the "Luxury" style to create home couture for day and night. As the "younger sister" brand, the casual selection in the **decode by luiz** line offers an affordable introduction to the experience of exquisite bed linen.

New articles are also available in **luiz beds**, our in-house collection of upholstered beds. These models are compatible either with a box spring system or in the classic combination of insert frame and mattress. "Cento" widens the previous spectrum of six models, which embody styles between opulence and classic modernity, by adding a seventh version with a straight headboard and a floor-length cover with box pleats at the foot end.

Anyone who would like to experience LUIZ's latest innovations can see them at three European trade fairs in 2020: Stoff Frühling in Munich from 12 to 15 March, the Furniture Fair in Milan from 21 to 26 April, and the Monaco Yacht Show from 23 to 26 September.

LUIZ is also pleased to invite guests to visit the recently inaugurated showroom at our company's new headquarters in the time-honoured location of Cologne-Hürth. Designed to suit the company's specific requirements, a light-flooded building was erected by Goldbeck at Beerstrasse 9 in 2019. The architecture provides ample and perfectly designed spaces for manufacturing, cutting, offices, fabric storage and the presentation of the product range in our company's own showroom. Exclusively custom-made in the Rhineland – typically LUIZ.

Our PR department will be happy to assist you if you would like to learn more about our LUIZ, luiz beds or decode by luiz brands, or if you require further information about our family business.

Of course, we can promptly provide you with additional motifs and individual product portraits from our brochures. You are also welcome to request sample items for your photo productions at any time.

Please feel free to contact us. We look forward to your enquiries, your reportage or your visit to our headquarters in Cologne!

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