

# **PRESS RELEASE: ADO GOLDKANTE COLLECTION FALL IN LOVE**

**ADO**  
Goldkante



A warm pot of tea in a cozy home, while outside the first leaves are falling. What more could you want? We're celebrating this autumn-loving mood with the new ADO collection "FALL IN LOVE", packed with selected essentials and functional fabrics, timeless and versatile.

Linen, wool and feelgood fabrics are the highlights for your cozy fall, celebrating the coming season as well as the trend for natural materials. Their natural elegance also brings wonderful advantages: linen improves the quality of air in indoor spaces, wool is a fantastic insulator, and both can boast European origins. Also, more natural fibers don't automatically mean more care. As usual, our ADO quality standards focus on the highest possible ease of care, while also preserving the natural look and feel of the fabrics.

Meanwhile, our designs made of synthetic fibers are not only beautiful to look at and great to touch, they also fulfil important functions. Super modern in look and feel, they are as uncomplicated as it gets in handling, while possessing great thermal and acoustic features. These textiles can provide enhanced sleep, thanks to their dimout functions or serve as durable upholstery fabrics in laidback bold styles.

Fall in Love with the fabrics in the new ADO collection. Welcome the natural, fresh and rich color palette into your home, that can also be perfectly combined with the colors of the last collection while harmoniously echoing the autumn season. All you need to do is make the tea!





## SUNNY DAYS FR 1053

Enjoy SUNNY DAYS in 20 sunny colorways – from relaxed and fresh to energetic. The beautiful plain fabric with its authentic cotton look and feel isn't just great as window dressing but also as an "Inbetween", a decorative room divider. Lively: the light slubbing of the yarn adds a particularly natural effect.

*Decorative fabric, inbetween, single-colour, flame-retardant, room-height, fabric width: 300 cm, 20 colours, 100% PES FR*





## **SIMPLICITY 3485**

Modernity and elegance unfold in the net structure of the Scherli fabric SIMPLICITY. The harmonious interplay of open and more dense net sections create an elegant tonality and allow an abstract pattern to occur, with organic upwardly winding lines. Connected to nature: the colorways in earthy tones.

*Sheer fabric, textured single-colour, room-height, fabric width: 305 cm, 4 colours, 100% PES*



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## OUR FAVOURITE BLACKOUT FR 1309

OUR FAVOURITE BLACKOUT will also be your favorite! Modern linen-look combined with 100% blackout and thermal effect. The textured surface with mélange is available in on-trend natural tones. A real looker, even if your eyes are closing as you contemplate it.

*Textured blackout fabric, single-colour,  
flame-retardant, room-height,  
fabric width: 320 cm, 19 colours,  
100% PES*



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### **DOWN TO EARTH 3131**

DOWN TO EARTH is up to date. A soft linen-wool mix, nature-inspired tones and a loosely woven stripe design celebrates nature at all levels. Whether it's the material, construction or color-way - the plain version to go with the printed fabric SUMMER (F23) will fashionably ground you and your interior.

*Sheer fabric, single-colour,  
striped design, room-height, natural fiber,  
fabric width: 295 cm, 3 colours,  
41% LI, 23% PES, 13% WO, 13% PAN, 10% CV*



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## PRETTY LINEN 3027

PRETTY LINEN is the must-have and must-love for your home: 100% linen, transparent and elegantly rumpled, this fabric is certified European in origin. It comes in brilliant, saturated colors thanks to the piece-dyeing technique used. The laidback lightweight linen look goes perfectly with modern industrial-style interiors made with concrete, glass, or steel, but it is pretty in any other ambience too. Functional highlights: the breathable, hypoallergenic, and antibacterial linen is insulating in winter and cooling in summer and ensures a pleasant indoor quality of air.

*Sheer fabric, single-colour, room-height, natural fiber, 18 colours, fabric width: 300 cm, 100% LI*



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## **DIP INTO THE GREEN 8014**

Anyone looking to immerse their rooms in nature would be well advised to go for the beautiful plain-weave linen fabric DIP INTO THE GREEN. The contemporary print on 100% linen shows a hand-drawn floral design with abstract leaves and fruits. The penciled hatching adds a particularly unusual texture and harmonizes perfectly with the base fabric color - and can also be paired to great effect with the article PRETTY LINEN.

*Sheer fabric, floral print, room-height, natural fiber, fabric width: 300 cm, 4 colours, 100% LI*



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## COOL TWEED RE 1001

COOL TWEED is our recycled woolen wonder. It consists of 90% recycled Italian yarn, made of post-consumer waste. Thanks to the thorough pre-sorting of textiles there is no need for any further dyeing processes. Its modern multicolored effect is created through the small, brightly colored fibers that are woven in. Fun facts: the smart fiber structure of the wool has high insulation capacities and can absorb up to 40% of its dry weight in ambient moisture, ensuring a really wonderful indoor air quality. It is also not prone to creasing and, thanks to its natural oils, is naturally dirt-repellent.

*Decorative fabric, textured single-colour, room-height, recycled, natural fiber, fabric width: 300 cm, 10 colours, 50% WO (50% recycled WO RE), 40% PAN (40% recycled PAN RE), 10% PES*







## SHELL 2609

A classic, bestseller, and highlight all in one: the popular decor fabric SHELL is going into its second edition. Twelve new and refreshing colors and non-colors have been added to the range of this opaque chenille fabric. What hasn't changed are its remarkable thermal, acoustic, and haptic qualities.

*Decorative fabric, single-colour, room-height, natural fiber, fabric width: 280 cm, 31 colours, 97% PES, 3% LI*



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## CHARMING FRIEND 1024

Wool-look, homey colors, and a definitive feel-good factor: that just about sums up CHARMING FRIEND. The soft thermal fabric with its smart mélange puts your home right into relax mode – and with its cozy autumnal hues it brings your favorite colors too. With its natural look it will fit right into any interior style and make everyone feel at home.

*Decorative fabric, single-colour, room-height, fabric width: 290 cm, 20 colours, 100 %PES*



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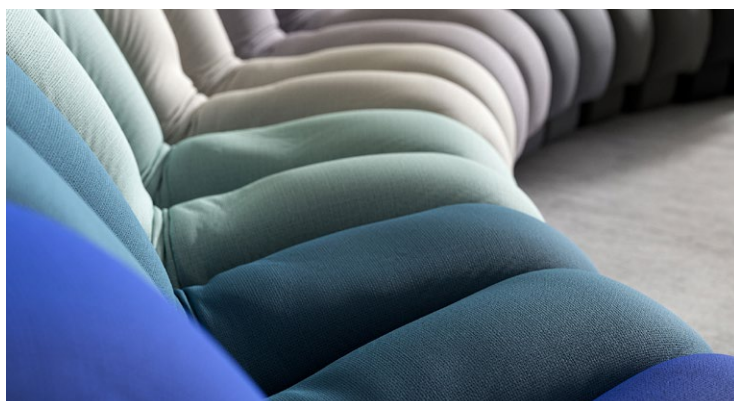




## **SLOW DOWN 1501**

Sit down, SLOW DOWN. The home-spun woven texture of this uncomplicated upholstery fabric invites you to relax and switch down a gear. With its contemporary color palette SLOW DOWN ensures a maximum of color, texture, and statement for your interiors.

*Upholstery fabric, Single-colour,  
Fabric width: 140 cm, 24 colours,  
84% PES, 16% PAN*



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### **The company**

In 1954, ADO, which is named after its location in AschenDorf, Germany, was founded by Hubert and Marianna Wulf as a supplier of premium quality curtains and decorative textiles. The 'Goldkante', or golden thread, became a symbol for the quality of this internationally respected German textile specialist. Since 1 January 2013, ADO has been a part of the ZIMMER + ROHDE Group.

### **ADO Goldkante – for rooms that come to life**

ADO brings textile harmony, a feeling of lightness and pure joie de vivre into your home. Exceptional details, a natural feel and countless transparent effects breathe life into your home and make your dream living space a reality. The wide range of patterns – from urban to natural, elegant to playful – offers the right material for every taste. The textiles also meet the demanding needs of everyday life as they are easy to clean and can be combined in countless different ways – not forgetting the five-year warranty. ADO fabrics are therefore the perfect design partners, in any room and at any stage of life.

### **For your manufacturer directory:**

ADO Goldkante GmbH & Co KG  
Tel: +49(0) 6171-632 103  
Fax: +49 (0) 6171-632 108  
[presse@ado-goldkante.de](mailto:presse@ado-goldkante.de)  
[www.ado-goldkante.de](http://www.ado-goldkante.de)

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