

# **PRESS RELEASE: ADO GOLDKANTE COLLECTION S2023**

**ADO**  
Goldkante



## **A SUMMER ESCAPE – YOUR SUMMER IN FABRICS**

I'm packing my suitcase and...taking a whole load of summer with me. Brightly colored meadows, the scent of nature, picnics with friends on balmy summer evenings. Inspired by the moments that make a summer, the new ADO collection will take you on a sunny vacation - in your own home!

You can look forward to fantastic linen looks and sun-kissed designs that will fill your four walls with a nature-inspired feel-good factor, grounding you in a creative way. Modern graphics, colorful florals, natural hues and laidback vintage looks provide everything you need for your own personal summerfeeling@home.

New: The percentage of natural fibers is bigger than ever in the current collection and not only brings joy to the eye but also to your skin, the atmosphere and our planet. The use of recycled materials, functional properties like easy-care characteristics as well as acoustic and thermal features only serve to improve the sustainability of our products.

Be inspired by our 22 new ADO designs and head off into your own personal summer in your favorite place to be: home!

**LET THE SUMMER IN** – and with it the summery colorful fabrics from the new ADO collection. Feel at home in the midst of all the natural colors, fibers and looks. From floral prints to graphic motifs. From super transparent to opaque. From light to dark. Whatever your summer heart desires. With the high percentage of natural fibers and recycled plastics in our fabrics we are doing our bit toward making our blue planet a little bit greener. And making your home more colorful – with fresh and creative designs. Enjoy!



### **ORA 3081**

Like the eponymous southern wind on Lake Garda, ORA is blowing a new look and feel into your home. The mélange yarn and check effect harmonize beautifully with modern and restrained interiors as well as with a more emotive country-house style. The cotton component provides a natural feel with a soft touch and drape. Perfect for feeling homey in eleven dreamy nature-inspired hues.

*Sheer fabric, textured single-colour, room-height, weight tape, fabric width: 300 cm, 11 colours, 59% PES; 41% CO*





## **HORIZON 3115**

Elegance and modernity combine on the textile horizon: thanks to the high-quality net structure HORIZON can be applied in a sophisticated and clean-cut manner, but also draped in a more laidback way to electrifying effect. For the perfect look we recommend floor-length hanging. Nonchalance in perfect non-colors.

*Sheer fabric, textured single-colour, room-height, fabric width: 315 cm, 8 colours, 100% PAN*

300€  
**PLUS**



### **NEVA FR RE 3019**

Laid-back, functional, sustainable. NEVA creates a homey atmosphere, provides privacy and is sustainable purely due to its durability and longevity. The recycled synthetics used in the fabric only serve to improve the sustainable credentials of this easy-care and flame-retardant curtain even more. Ten relaxed colors to suit every living style and taste as well as ensuring a clear conscience.

*Sheer fabric, textured single-colour, flame-retardant, recycled, room-height, weight tape, fabric width: 300 cm, 10 colours, 100% PES FR (42% recycled PES FR)*





### **SKYE FR 3020**

SKYE, your heaven on earth when it comes to transparent fabrics. Filigree and super lightweight and highly translucent. The fabric is named after the Isle of Skye in Scotland. The summery breeze of fabric packs a punch of nature and a sensual feel.

*Sheer fabric, single-colour, flame-retardant, room-height, weight tape, fabric width: 300 cm, 19 colours, 100% PES FR*







## LUMINOUS 1412

Lights out, LUMINOUS on! The smart jacquard will bring a glow to your home. Sophisticated weaves in combination with a variety of yarns bring extravagance. The relaxed vintage look is fantastic when paired with modern exposed concrete surfaces, steel, glass or chrome, as well as with darker wall colors. Whether your style is conventional or more off the wall, LUMINOUS will make a brilliant statement in your interior.

*Decorative fabric, opaque fabric, room-height, weight tape, fabric width: 315 cm, 5 colours, 70% PES; 19% PAN; 11% CO*

**300€  
PLUS**





### **FAYE 9805**

Fairy-like FAYE will put a spell on your ambience. The transparent devoré fabric is super soft and easy to style thanks to its high cotton content and high-quality synthetic yarns. The latest generation of fabrics is available in four great colorways and abstract floral design, combining innovation with creativity and aesthetics. And FAYE is sure to grant you three wishes.

*Sheer fabric, burn out, floral design, room-height, weight tape, fabric width: 300 cm, 4 colours, 53% PES; 47% CO*



### **REWIND 3511**

REWIND is the epitome of fashion-forward. A textile stripe in a laidback two-tone mix is appliquéd onto the fabric, highlighting its soft transparency. The soft rhythmic all-over graphic design ensures good moods all round. Take the floor-to-ceiling and easy-clean REWIND home. And then let it play!

*Sheer fabric, ribbon application, graphic design, room-height, weight tape, fabric width: 320 cm, 3 colours, 95% PAN; 5% PES*

**300€  
PLUS**





### **FABULOSA 3513**

FABULOSA means fabulous. In our design vocabulary, it expresses the high-quality manufacturing processes, including the weaving, printing and embroidery processes, down to the appliqué, all brought together in this it-piece. The expressive base design with dense floral motif layers achieves the balancing act of technical innovation and home-loving statement. As we said...simply fabulous!

*Sheer fabric, embroidery, print,  
floral base design, room-height,  
fabric width: 300 cm, 2 colours, 100% PES*



### **TALA 3404**

TALA is an Arabic word, meaning palm tree. It's no coincidence then that the wavy, three-dimensional effects of the translucent fabric are an interpretation of the surface of a palm-tree trunk. But the beautiful faux-monochrome fabric also knows how to shine beyond that: with understatement in three trendy colors.

*Inbetween, single-colour, room-height,  
weight tape, fabric width: 320 cm,  
3 colours, 100% PES*

**300€  
PLUS**



### **SORA 4017**

SORA, your own personal sunrise. Modern graphic embroidery in restrained vertical blocks will put a smile on your face every day. Also worthy of a smiley: the easy-care fabric can be quickly washed and ironed.

*Sheer fabric, embroidery, graphic design, room-height, weight tape, fabric width: 300 cm, 5 colours, 100% PES*





### **VIEW RE 3405**

You'll always have a great outlook with VIEW. The modern jacquard with Scherli technique maintains a fascinating transparency and enhances your windows with graphic freshness. Its cut edges provide three-dimensionality and character.

*Sheer fabric, graphic design, recycled, room-height, fabric width: 300 cm, 3 colours, 95% PES (42% recycled PES); 5% CV*





## **WEEKEND 1005**

WEEKEND turns every day into a weekend. Its soft mélange and fluffy feel emphasizes its woolen charm. 20 cozy hues let you kick back and allow space for creativity. Our weekend tip: hung full-length and with a hem, WEEKEND can fully unfold its laidback quality.

*Decorative fabric, single-colour, opaque fabric, room-height, fabric width: 300 cm, 20 colours, 60% PES; 25% CO; 15% LI*



### **TRAVELLER 3005**

Discover a new world in your own home with TRAVELLER. Linen is a fiber that imbues your surroundings with a laid-back, on-trend but natural look. The synthetic fiber content improves the technical properties and ease of care. 15 natural colors celebrate the new living spirit. Enjoy your trip!

*Sheer fabric, single-colour, room-height,  
fabric width: 300 cm, 15 colours,  
50% PES; 40% LI; 10% CV*





### **ARISE FR RE 3023**

ARISE is proof that opposites do attract. The micro-bouclé represents elegance with modern restraint, metallic hues without over-the-top shine, providing transparency while also maintaining privacy. It's an aesthetic that works: ARISE is easy to care for, washable at 60°C, flame retardant, floor length, lightfast and good for the environment with added recycled polyester.

*Sheer fabric, single-colour, bouclé, recycled, flame-retardant, room-height, fabric width: 300 cm, 9 colours, 60% PES FR; 40% PES (40% recycled PES)*





## **TERRA 8002**

If you like to lose yourself on balmy summer evenings along Italy's rocky coast, you'll love TERRA. Hues of umber and sienna bring a Mediterranean feel to your home, grounding the interior with a modern allover-pattern of timeless natural tones.

*Inbetween, graphic print, room-height,  
fabric width: 300 cm, 3 colours,  
69% PES; 21% LI; 10% CV*





### **SUMMER 8013**

A floral design kissed by the sun. SUMMER packs a punch with temperamental garden flair. The abstract floral motif will bring summer to your home with harmonious rustic color blocks. The mixed-yarn fabric with natural-fiber content makes SUMMER a relaxed fabric. An additional eye-catcher: The stripes in the base fabric are of varied thickness with transparencies bringing an added edge.

*Sheer fabric, print, floral design,  
room-height, fabric width: 300 cm, 3 colours,  
67% PES; 21% LI; 12% CV*





### IMPULSE DIMOUT FR 1308

IMPULSE is a wonderful voluminous curtain fabric with sleep factor guaranteed. Thanks to its dimout character the prerequisites for restful sleep are ensured and its acoustic and thermal properties ensure a calm and cozy atmosphere. Sweet dreams! Top tip: Despite the energy crisis it will help to reduce heating costs.

*Decorative fabric, single-colour, flame-retardant, opaque fabric, room-height, fabric width: 300 cm, 19 colours, 100% PES FR*





## SOLEY RE 3026

Lightweight, buttery soft and climate-friendly, that's SOLEY. Made of 100% recycled plastic and available in 30 different colorways, it's inviting you to come up with new interior design ideas. For example: Why not hang different colors in summer and winter? Give it a try. The decor season is open.

*Sheer fabric, single-colour, recycled, room-height, weight tape, fabric width: 325 cm, 30 colours, 100% PES (100% recycled PES)*

300€  
**PLUS**



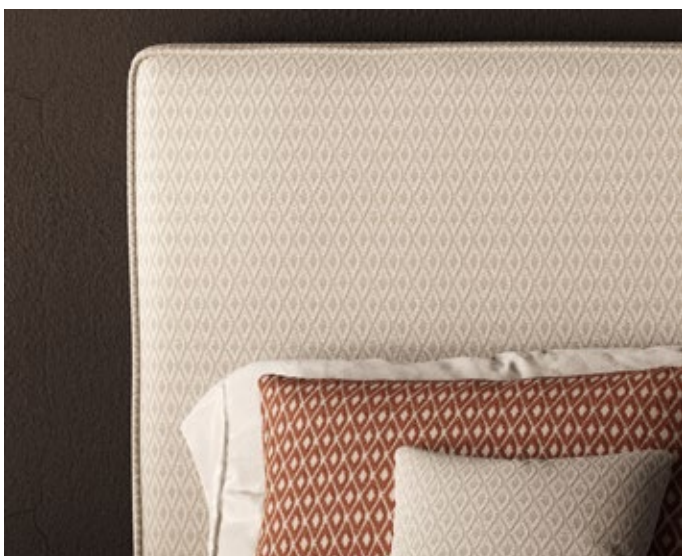
**SAY HI TO GOOD-LOOKING FURNITURE!** – To ensure that your furniture remains a favorite in the home, you simply need the right upholstery fabric. Fabric that makes a statement in every room, is robust and durable and provides a haptic experience. We have four for you to choose from. With easy-care properties, special textures, on-trend colors and contemporary designs...and naturally with the proven ADO quality and a five-year warranty.



### HI LIGHT 1535

An upholstery HI LIGHT. The rhomboid shapes run like Bouclé-diamonds across the surface providing the furniture with a brilliant look. HI stands for durability, easy-care and technical top performance. All without chemical finishing – good for you, your skin and the environment. Indoors and out!

*Upholstery fabric, flat woven fabric, graphic design, skin friendly, stain guard, suitable for outdoor use, made in Germany, fabric width: 145 cm, 12 colours, 59% PES; 41% PAN*







## HI FRIEND 1536

You're a fan of geometric shapes and artful décor? With HI FRIEND you'll have a design classic in timeless art-deco style in your home. It upgrades every piece of furniture, whether just a stool or a larger armchair or sofa. Especially striking: its effect as a cushion cover combined with the monochrome fabrics from our HI VELVET and HI TEX series.

*Upholstery fabric, flat woven fabric, graphic design, skin friendly, stain guard, suitable for outdoor use, made in Germany, fabric width: 145 cm, 4 colours, 58% PES, 42% PAN*





### HI MINIMAL 1534

HI MINIMAL - minimalist, graphic, elegant. The modern upholstery fabric in 13 colorways opens up a whole raft of design options for your furniture. It's even better when paired with HI VELVET und HI TEX. The relief-like 3D look with incorporated shadow effects is just so compelling.

*Upholstery fabric, flat woven fabric, graphic design, skin friendly, stain guard, suitable for outdoor use, made in Germany, fabric width: 145 cm, 13 colours, 67% PES; 33% PAN*



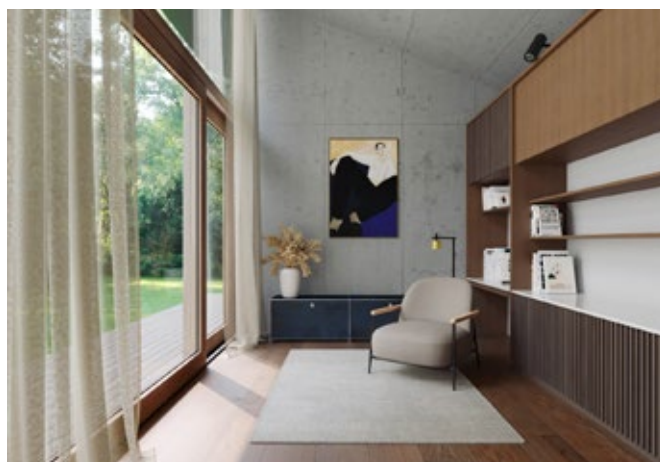


## PURO 1548

PURO is pure enthusiasm: monochrome but not monotonous. It fits in everywhere without being a pushover. Made of comfortable cotton and available in astounding 40 colorways. Each one is made with a whole range of variously hued yarns to create a wonderful color mélange. PURO proves that you don't always need to stand out to be outstanding.





*Upholstery fabric, single-colour,  
fabric width: 140 cm, 40 colours,  
54% CO; 46% PES*







**TEXTS AND IMAGES  
CAN BE DOWNLOADED AT**  
**[www.ado-goldkante.de/en-gb/press](http://www.ado-goldkante.de/en-gb/press)**

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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:**

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