



ZOFFANY

MOIRÉ WALLCOVERINGS

DIGITAL DESIGN BOOK

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MOIRÉ WALLCOVERINGS

USING SUPERIOR TRADITIONAL ARTISANAL PROCESSES AND WOVEN IN ITALY USING 100% FINE COTTON, ZOFFANY'S MOIRÉ WALLCOVERINGS PRESENT AN EXCEPTIONAL VERTICAL MOIRÉ WHERE IRREGULARITIES ARE CELEBRATED IN ITS DESIGN. NEW FOR SS24.

Zoffany's continued dedication to exploring future masterpieces through exceptional artistry and respect for provenance, is highlighted in this new collection of Moiré wallcoverings.

Woven in Italian mills using 100% fine cotton and finished using traditional artisanal processes to achieve the recognisable watermark quality of moiré fabric on wall, a new classic of interiors has been designed, in a mineral palette of the most elegant tones, refined and with a softness befitting of the nature of this organic fabric wallcovering.

The purest fabric for walls, Zoffany's Moiré is an evolution of our watered silks, considered and designed for a very high level of design application. A timeless, tactile design, this vertical moiré is sophisticated, the roots and traditions of the design untampered by time, revealing the characteristic irregular and random patterning of unlimited beauty.

This vertical moiré is achieved through a time-old traditional process of weaving and layering. This merging of yarns creates the alluring, rippling watermark effect, a technique that has been practiced for centuries and remains unaltered. The finishing technique, known as calendaring, is an incredibly specialised, artisanal finish, which is why Zoffany sought an Italian mill for the production of this most elegant wallcovering.

Due to the nature of the fabric and the result of this exemplary artisanal process, this design shows exceptional irregularities in the pattern formation. Like water itself, remaining sporadic and ever flowing, against the grain.





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Moiré 313067



Moiré 313068



Moiré 313069



Moiré 313070



Moiré 313071



Moiré 313072



Moiré 313073



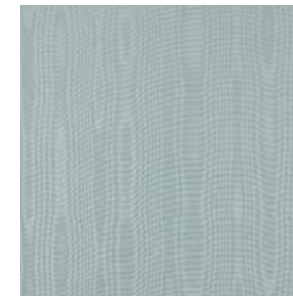
Moiré 313074



Moiré 313075



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