

# press kit



## the story

### Mission

Traditional craft can still be cutting edge.

Emma Wood is a weaver who believes in strong design and soft materials. Her work embraces the traditions of a craft that is over 20,000 years old, whilst also looking forward to new innovations.

### About Emma

Emma is a weaver, designer and teacher based in Berlin. She has an MA in Woven Textile Design from the Royal College of Art, and founded her design studio in 2012. With a unflappable passion for all things woven, her work is broad and varied, and includes independent projects, teaching workshops, and a collection of home accessory textiles.

### The Collection

Weaving can be exciting and innovative, but it's also comforting and tactile. In her 2019/2020 collection, Emma has combined these elements to create a range of home accessory textiles that blend her love of bold contemporary design with the familiar warmth of traditional wool.

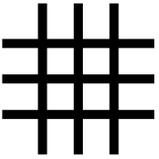
By curating a collection of cushions and blankets with an unapologetically monochrome palette, each product allows you to focus on its two most important elements: the confident graphic designs, and the inviting softness of the natural Merino Lambswool.

# the process



## 1. Yarn

All Emma's fabrics are woven using Merino Lambswool, a natural fibre known mostly for its softness, strength and warmth. Merino Lambswool has many other advantages though: it's machine-washable, temperature-regulating, and an overall dream to weave with.



## 2. Weaving

All the samples are designed and woven by Emma in her Berlin studio, and the finished fabrics are woven by a local mill in Northern England. Working with skilled British weavers means that not only is the final cloth woven to the highest standards, but it also helps support an industry steeped in history.



## 3. Sewing

Each item is sewn and finished in Emma's studio in Neukölln, Berlin. Crafting each piece in-house means being able to pay attention to the finest of details. Dedicated in-house production also means having the flexibility to work with customers, listen to their needs, and make sure each order is perfect for them.



## 4. Quality

When Emma first launched her label in 2012, she recognised that one of the key elements to running a small brand is trust: trust in the design, trust in the material, and trust in the quality.

By understanding how important it is for customers to have faith in the quality of the products, each item is made with care and consideration, starting from the initial design concept and going right through to the final quality check.

## the products

### Line Cushion

The Line Cushion isn't your average striped cushion. With its play on symmetry and diagonal direction, this compact cushion is the perfect contemporary companion to any space.

Whether flying solo or grouped together, the Line Cushion is the ideal geometric design accent.

### Arc Cushion

Not for the faint-hearted, the Arc Cushion is an impressive 70 × 70 cm. It's strong arching design that reaches across the cushion and its irresistibly soft feather insert makes it the statement piece you've been looking for.

Feeling really bold? Pair two Arc Cushions together and smother your sofa in soft and woolly graphic goodness.

### Line Blanket

The Line Blanket takes the idea of the stripe to the next level. With a design spanning the entire 150 × 20 cm of the blanket, this asymmetrical contemporary design doesn't fail to impress.

No matter how you display it—folded neatly over an armrest, crumpled in a sofa corner, or stretched out for all to see—the bold tonal blocks of the Line Blanket will always make an impact.

### Circle Blanket

Good design is simple design, and the Circle Blanket takes this idea seriously. Using just three tones and one classic shape, this carefully balanced design fits in seamlessly in all spaces.

With its warm greyscale tones, grand scale and delightful softness, the Circle Blanket is a geometric gem that will invite you to curl up under it.