

## *The True Spirit of Couture Underfoot*

### **Balsan Launches Prestigious New Collection: French Couture**

Balsan introduces a new collection of exclusive floor coverings inspired by haute-couture and designed specifically for hospitality and office interiors. A collection of precious woven flooring solutions that combine the richest materials with the most advanced technology. Colours to match your walls and textured patterns to emulate the feel of hand-sewn fabric – the true spirit of couture!

#### **Off-the-peg**

The collection features a total of 15 ready-made references – 9 French Couture designs, with some available in different colour combinations.

#### **Custom-made**

For surfaces exceeding 400 sqm (4,300 sq ft), clients can design their own bespoke product in one of two ways:

- Start from any French Couture reference and change the pattern and colour with the help of our design tool: Color My MBroderie.
- Create your very own pattern for an original and exclusive result.

#### **Lily**

Lily is a Japanese-inspired floral embroidery pattern that flows across the surface. Inspired by the work of some of the greatest names in fashion, this design flows seamlessly and uninterrupted on the floor. Lily is available in 4 references, each with a different background colour (khaki, pearl grey, chocolate and onyx), highlighted by a shower of colourful flower petals (turquoise or golden).



#### **Gina**

A horizontal streaked pattern, slightly irregular, evocative of light and airy fabric, like a thin veil of clouds. Gina is available in a single colour: wheat beige. A neutral hue, easily paired with other shades, soft and calming; an ideal option for a bedroom.

## Darius

You can never go wrong with timeless and understated elegance. Darius is available in ash grey and linen. The irregular pattern creates the illusion of handmade fabric, for a relaxing and seamless ambiance.



## César

What makes César different is the large ornamental motifs interspersed with tassel patterns. An original composition that combines embroidered designs of different sizes, like an accumulation of overlapping damask samples.



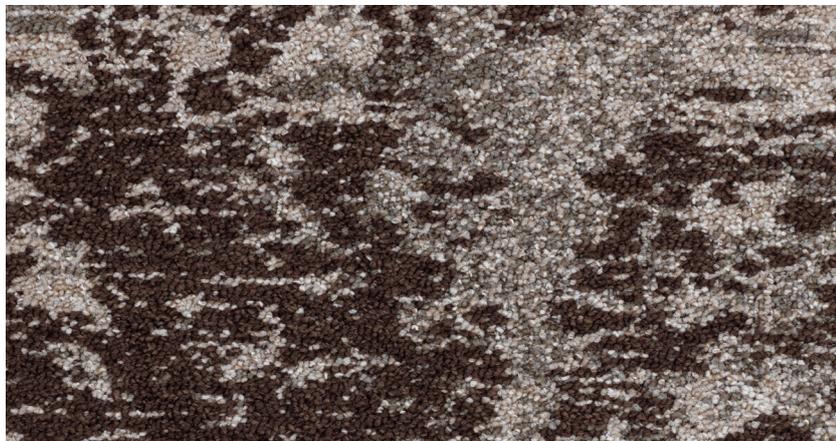
## Nino

This large plant motif looks as if it was embroidered by hand. The full scale of it is only revealed as users tread along its chestnut surface, a colour that is easily paired with many other shades.



## Esmée

Esmée was inspired by large damask-style volutes evocative of crown imperials and associated with an ikat pattern. The design is appealing because of its imperfections – the faux wear, the patina – that really bring out the beautiful linen-coloured background.



## Léon and Ilda

Léon displays a dark backdrop of changing colours, like light filtered through foliage. The variations in thickness enhance the illusion of an oil painting. Exclusively in dark grey, to be combined with Ilda.

Ilda brings an element of sensuousness, with lace motifs that seem to have been embroidered onto a dark frame. The irregular mesh pattern truly pops out because of the relief and the colour of the thread, which is available in three colours: turquoise, golden and ruby red.

