

# Linara

by ROMO

PRESS RELEASE







It's 25 years since Linara first burst onto the interior scene and became an essential fabric choice. To celebrate this milestone, Romo is introducing 25 brand-new irresistible colours.

Renowned industry-wide for its versatility, appealing peach-skin texture, and an unrivalled colour palette, as well as excellent stock and service levels, Linara is a timeless quality that surpasses all expectations and continues to be a must-have plain for all manner of applications.

The continual evolution of the palette ensures its longevity, diversifying with interior trends to remain at the forefront of interior design. Originally launched with just 76 colours, Linara has expanded to now encompass 385 colours, inclusive of the 25 new colours which introduce earthy, leafy greens, deep, serene blues and warm, rich oranges, as well as new, calming neutrals.

A plain with many benefits, Linara is suitable for upholstery, drapes and all manner of accessories, as well as being washable at 30 degrees as standard and available with an FR treatment. Excellent stock levels of every colour ensure that Linara is available to order at all times.





“Since we launched Linara it’s been our best-selling plain, it’s incredibly practical and extremely versatile which makes it the perfect quality to offer in an abundance of colours. Colour plays such an important role in an interior scheme, we’re ever aware of how our colour choices can affect our mood and how they can change the ambience of a room, that along with its timeless appeal and versatility is why we continue to evolve the Linara palette. We want to be able to provide a beautiful spectrum of diverse colour so that our customers can find the perfect shade to create truly unique spaces that they enjoy coming home to every day.”

Emily Mould,  
Director of Design & Excellence









## 25 New Shades



Soft Jade



Sage



Lichen



Moss



Ivy



Bonsai



Mariana



Adriatic



Venetian Blue



Twilight



Hoya



Tuscan Pink



Sakura



Pimento



Russet



Cajun



Copper



Tawny



Almond



Osprey



Husk



Catkin



Heron



Pietra



Thunder



## About Romo

The founding brand of The Romo Group, Romo is renowned for its assorted library of classic and contemporary designs and versatile plains, offering a diverse style and timeless elegance enriched with a sophisticated colour palette.

Led by Director of Design and Excellence Emily Mould, the Romo studio is a continuous hub of activity and creativity. An Aladdin's cave of sketches, paintings, fabric and colour charts, the studio walls are a constant source of inspiration. Each launch the designers research new ideas, finding inspiration in an array of influences from travel and fashion to nature and the outdoors.

Romo is part of The Romo Group, a family run business in its fifth generation. The range is available worldwide through an extensive network of selected interior designers and retail outlets.

Please contact us for price information, samples and images, we are also happy to arrange interviews and offer expert commentary from our designers.

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