

VILLA NOVA

Abloom

Embroideries



Press Release

Abloom

An Exploration of Embroidery



Inspired by the rustic charm of garden gathered bouquets, a variety of expressive, tactile embroideries bring the beauty of homegrown flowers indoors. Complementary, modern patterns round off this feature collection for delightful, whole-room schemes.

Flowers have been a constant source of inspiration for the studio for many years and feature in the origination of this launch. The Villa Nova designers immersed themselves in the charm of classic florals, taking flowers and loosely arranging them in vases, to then paint and sketch the beautiful displays.

The result was a collection of floral designs in a range of styles and concepts, from a wild, rustic arrangement, to a calming, all white trailing leaf design. Providing an endearing twist on the floral theme, small-scale patterns add a considered, contemporary feel. In a range of tactile qualities, ranging from single-width drapery to wide-width sheers, patterns can be mixed and matched to eye-catching effect, yet each design can capture attention alone.

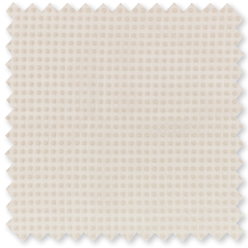
Autumnal shades with blush pinks bring a sense of freshness and fun, whilst warming hues feel almost nostalgic to summer landscapes, and Villa Nova's classic blues and neutrals ensure timeless style.



Abloom | 5 Colours
Embroidery



Enso | 4 Colours
Embroidered
Linen Blend



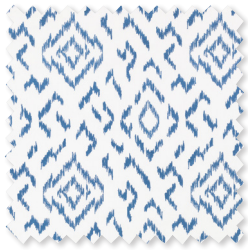
Audley | 2 Colours
Embroidered Wide-
width Sheer



Flora | 4 Colours
Embroidered Wide-
width Sheer



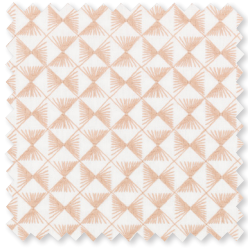
Aurea | 5 Colours
Embroidered
Linen Blend



Folly | 4 Colours
Embroidery



Cerulea | 5 Colours
Embroidery



Parterre | 5 Colours
Embroidery



Folia | 5 Colours
Embroidered Sheer



Elwood | 5 Colours
Embroidered Linen
Blend

About Us

Founded in 1993, Villa Nova is a young and vibrant brand with a dedicated team of talented in-house designers led by Head of Brand, Hayley McAfee.

Villa Nova produces distinctive and eclectic collections based upon the philosophy of creating modern, versatile fabrics, wallcoverings and accessories that offer affordable style.

Villa Nova is a division 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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