



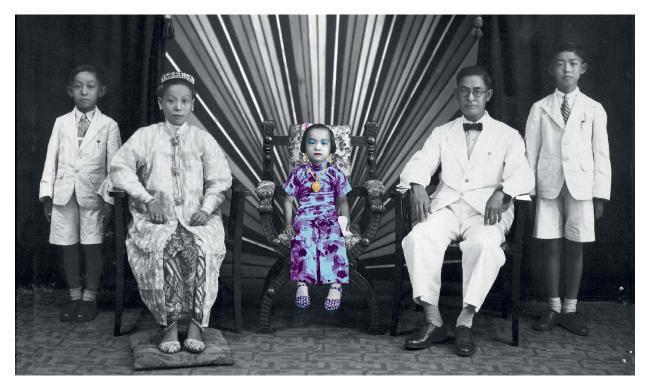
COOLKITSCH

PRESS RELEASE

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Bringing the stories of the world in all their multi-coloured, crazy glory into our homes

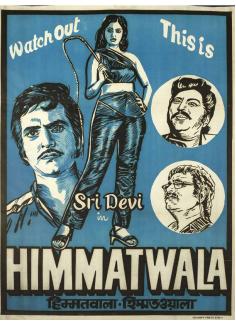
Coolkitsch launches a new collection of retro and iconographic homeware designed to satisfy the wanderlust and collector in all of us

The freedom to travel, to enjoy the colors and contrasts of cultures and to experience different heritages has been missed by many in the past year. Offering a treasure trove of world iconography, the newly launched Coolkitsch collection brings far off lands into our homes through its range of carefully curated homeware, selected fashion pieces, accessories and posters.

The brand concept is about sharing the passion of these rare and unique images by not only curating original artworks but also creating a collection of homewares and clothing inspired by them. Thus, Coolkitsch marries the decorative and the functional making the exotic familiar and the mundane unique.

Central to the collection is an unusual offering of original and iconic posters from around the world reaching from Delhi to Havana. The ingenues of Cinema's golden age, the passion and fire of the Spanish Feria, the drama of Bollywood and the politics of Cuba are all represented with graphic impact in this unique collection. The Cuban selection also offers a rare original lithographic reprint selection, done for the Instituto Cubano Del Arte e Industrias Cinematographicas 38th anniversary.







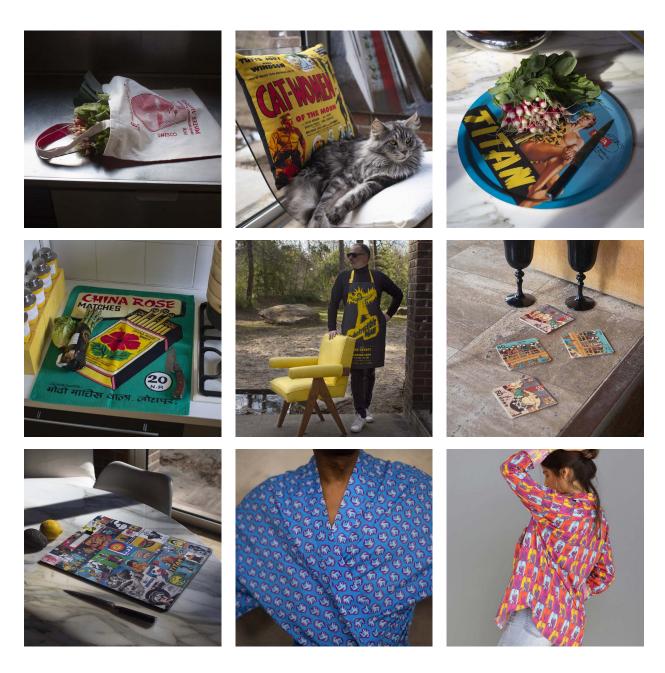
Beyond the posters, the collection offers decorative homeware as well as striking, exclusively designed prints for shirts and kimonos as well as a selection of eclectic bags, all inspired by different cultures and ages. Each piece is produced with carefully chosen partners in Sweden, Spain and India, who work within the same high sustainable and ecological practices followed by Coolkitsch.







Behind the brand lie three collectors who in their past life chased their passions scouring the globe for iconographies including posters, lobby cards, photos, street signs, stamps and more. To create Coolkitsch they have delved into their archives to create pieces which catch the eye whilst combining the nostalgia of retro design with the agility of contemporary living.



Each tray, cushion, apron, coaster and tea towel tell a story with wit, elegance and verve. Stylish images from India, the Congo and Mexico feature on graphic tea towels whilst aprons offer protection from alien attacks with their extravagant designs from the sci-fi movies of the 50s. The trays provide plateaus of kitsch for serving coffee with a flourish. Cushions feature a number of iconic figures including Pepito Ordonez, a family member of one of the most important Torero dynasties and one of its most emblematic figures in post-war Spain and Mercedes Caballero, a lady torera originally from Madrid who rose to fame before the Spanish Civil War and continued practicing throughout the 1940. An iconic, witty, timeless world of design at your fingertips.

links















