

PRESS KIT

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# AMÉLIE CHOQUET

FURNISHING FABRICS & DECORATIVE OBJECTS



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# EDITO

There are passions so present that they become existential.  
Desires so strong that they allow us to surpass ourselves to create a universe in our image.

Projects that see the light of day after years of desires, of reflections and then it's fire, the sun, it's burning with desire.

It is bewitching, carnal, it makes body and then one feels finally in its good place, a symbiosis which gathers values, aspirations and personal stories.

A place, an Art of living, as Philippe Soupault defines it so well:

*«I wish that all the objects which surround me are unusual, that is to say more simply opposed to the habit.*

*It is necessary, so that I feel at ease in a house, that the colors as well as the forms were not ordered by a determined style, by a tyrannical fashion, by a more or less stable balance.*

*By definition, I don't get used to the unusual, I want to surprise myself by having chosen the atmosphere that imposes its influence every day. I am not even afraid - on the contrary - of extravagance. What I am looking for is the unexpected, the surprise, the opposite of routine.»*

## AMÉLIE CHOQUET

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Designer and art director  
Founder of the brand

# PRESENTATION

AMÉLIE CHOQUET is a French editor of upholstery fabrics and high-end decorative objects dedicated to the home. Each object is a sensory invitation to comfort and relaxation.

Launched in 2021 by designer Amélie Choquet, the brand designs fabrics with bewitching patterns and textile objects: cushions, quilts and curtains that match harmoniously.

The patterns, signature of the brand, are drawn with meticulousness and refinement in a singular and sensual artistic approach. The requirement of color determines the choice of French and Italian suppliers for the printing of these fabrics.

## **AMÉLIE CHOQUET'S FABRIC COLLECTIONS ARE RECOMMENDED FOR THE HOME AND INTERIOR DECORATION.**

They are distributed by the linear meter to dress with elegance the seats, chairs and sofas, they are ideal for the confection of curtains.



*CUSHIONS FROM THE «RUBANS» COLLECTION*



# AMÉLIE CHOQUET • COLLECTION 2021-22



*CUSHIONS FROM THE AMÉLIE CHOQUET COLLECTION*



# OUR DRIVING FORCE IS JOY

Amélie Choquet puts all her creative energy and sensitivity into the production of refined objects with contrasting materials and graphic and contemporary designs.

**The definition of our graphic line is in the unexpected, the wonder and the surprise, contrary to the routine and the standardized object.**

Dance of colors, luxuriant flora, spring hymn, the patterns play with the color and bring brightness for the decoration of all the styles of interiors.



*CUSHIONS FROM THE 2021-22 COLLECTION*



PORTRAIT OF AMÉLIE CHOQUET

## THE FOUNDER

Passionate about materials and patterns since childhood, Amélie Choquet developed her chromatic sensibility and her graphic universe through her training as a fashion designer at ESMOD Paris.

Amélie draws her inspiration from nature, painting, decorative arts and music. Her compositions appeal to the senses and emotions. The color, vector of emotions, takes a capital importance and gives the tone.

The desire to create a brand identity with a strong graphic DNA led her to join the BGE Parif incubator in 2020, where she developed and launched her first collection, which will be presented at the Maison & Objet show in September 2021.

In a context where, more than ever, the way we produce and consume is a global issue, AMÉLIE CHOQUET makes it a point of honor to produce its collections with the greatest care in France and Italy and by choosing a local and reasoned production.

Our 2nd collection is born with this new edition of Maison & Objet 2022.



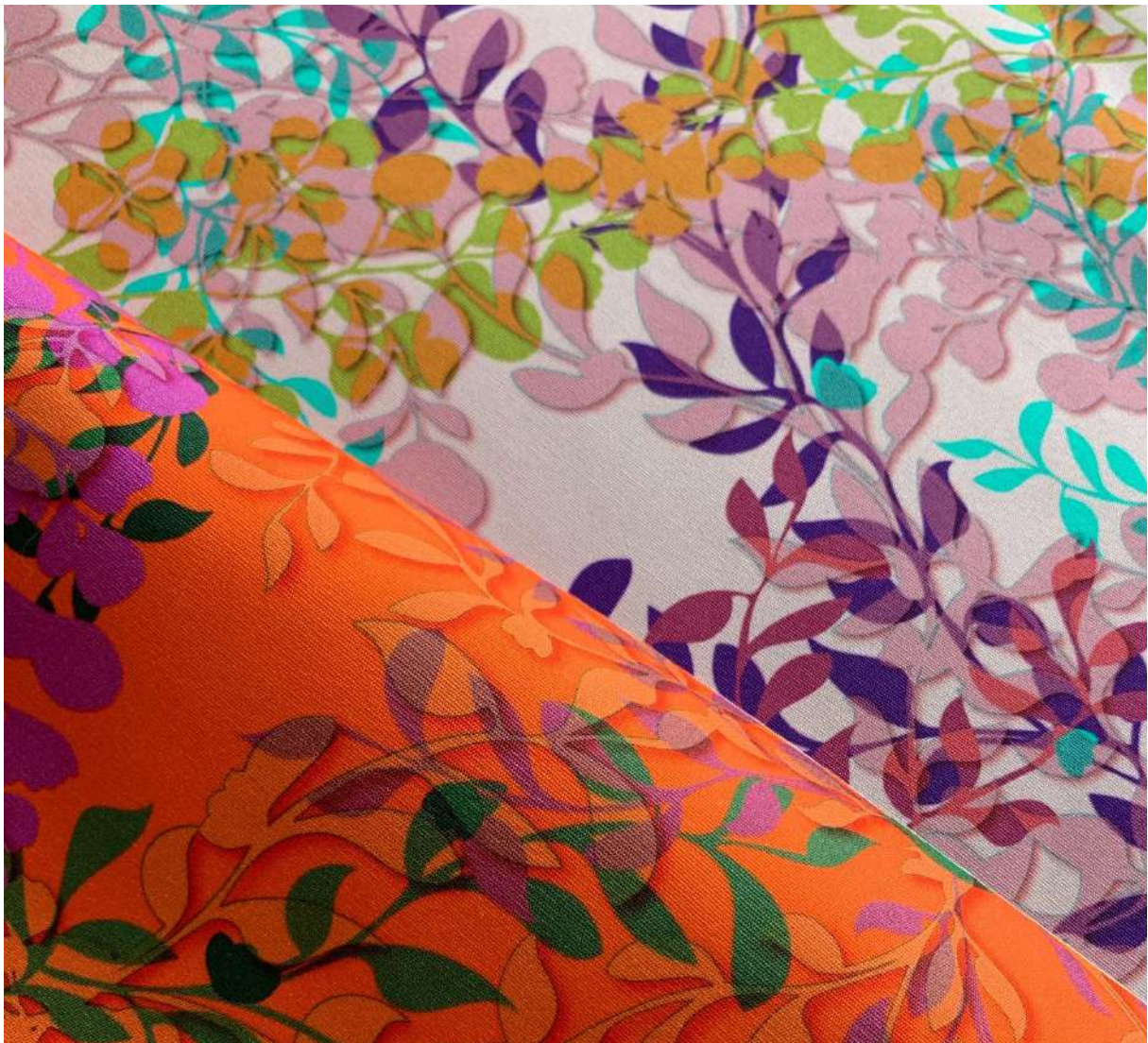
# OUR CREATIVE PROCESS

It is in our workshop in Montreuil (93) that the collections are designed. All the patterns of the collections are drawn by hand (gouache, pencil, watercolor...) by the designer, Amélie Choquet. They are then worked digitally with the greatest meticulousness.

The designs of the collections are digitally printed on 2 types of supports, velvet and cotton, carefully selected for the printing quality of the designs.

## **OUR COTTON IS 100% FRENCH, IT IS PRINTED IN MAYENNE.**

We collaborate with a family business with renowned textile know-how. Our printer in France has been awarded the «Entreprise du Patrimoine Vivant» (Living Heritage Company) label, ensuring the transmission of a know-how of excellence between tradition and innovation. The experience of our supplier is at the service of furniture fabric designers such as Pierre Frey (France), Colefax & Fowler (United Kingdom) or Schumacher (USA).



*NEW COLLECTION 2022, «LE PRINTEMPS» PRINTED ON COTTON*



## **OUR VELVET IS PRINTED IN NORTHERN ITALY.**

This velvet is made of 100% polyester yarn from recycled materials, recovered, reworked and reintroduced on the market for a sustainable and more responsible approach. We have chosen this supplier for the quality of its velvet of an exceptional softness and for the faithful and demanding transcription of our designs.



*COLLECTION «PAYSAGES» PRINTED ON VELVET*

## **OUR MANUFACTURE IS 100% FRENCH.**

Our textile accessories are made in an ethical and responsible way without any subcontracting, in a workshop in Hauts de France. It is a company of craftsmen by family tradition with whom we share common values, privileging a production in small quantity for a better quality.

# DISTRIBUTION

Our collections are available on our e-shop and in a dozen countries through our network of retailers.

This 2nd edition of Maison&Objet allows us to keep and create links with our retailers but also to find new partners in France and abroad.

We collaborate with upholsterers for seat restoration, curtain making and custom projects.

Our creativity and our collections are at the service of decoration professionals for all sectors: hotels, restaurants, service industries, shops and homes.

Our custom service allows us to adapt our designs to all spaces and surfaces and to meet the requirements of decorators and architects.



SAMPLES OF THE COLLECTIONS, PULLS FOR THE UPHOLSTERERS



# OUR AMBITIONS

AMÉLIE CHOQUET is a French publishing house which wishes to develop its collections and its patterns to dress with elegance all interior surfaces.

Wallpaper, carpets, curtains, lampshades, our ambition is driven by our creative strength while choosing a local production of artisanal and responsible manufacturing.

for the universe of the house, from the floor to the ceiling, we strive to make our colors vibrate with emotion on everyday objects.



DÉCOR SUR-MESURE «LA PASTORALE»



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