

*de Le Cuona*

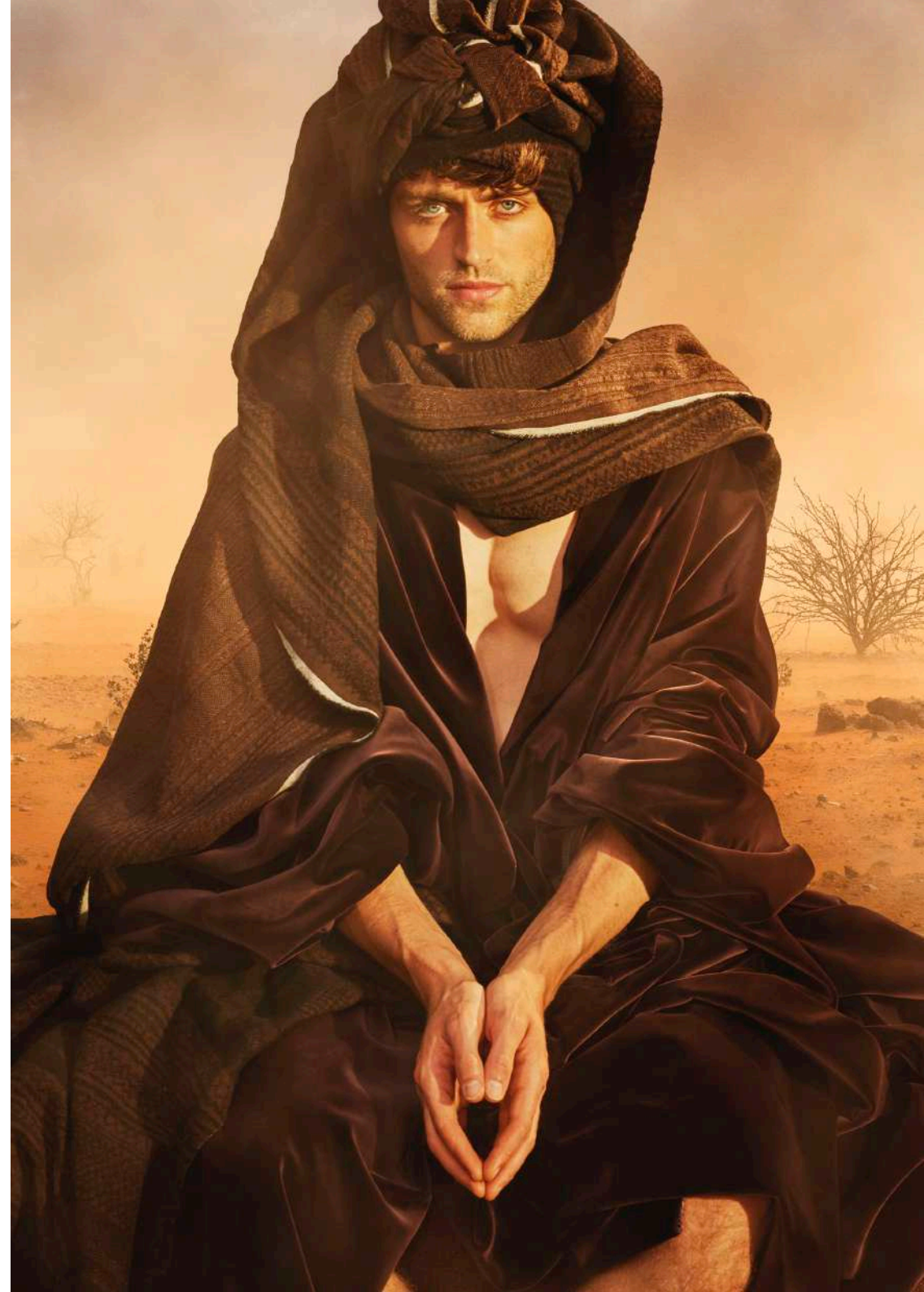
## OVERLAND, A LAND IMAGINED

Bernie de Le Cuona embarks on a fabric journey that tracks the connections she's made with nature, people and places. de Le Cuona's epic Overland collection enlivens these experiences in ten designs over fifty colour stories crafted using inventive techniques into the finest flax, wool and cashmere that span heavy and light weights, pattern and textures, and exciting colour.

Overland lets creativity flow and imagination travel beyond traditional horizons. Fabrics are imbued with soul and a personal touch. Each of these fabrics and every colour was inspired by Bernie's own memories and experiences that she hopes will resonate with others.

'It is my favourite collection in terms of the new neutral palette and the craft that has gone into creating the structures of the cloths.'

*Overland, Cashmere Velvet Onyx, Kalahari Rhino*



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**Kalahari** is a jacquard linen and wool combining weave structures to create an intricate design with pattern inspired by African symbols. An example of the attention the weavers take when working with de Le Cuona. The numerous weaving structures used to achieve the surface results in a cloth that looks treasured and hand loomed. It is unusually soft whilst dry to the touch. Colours range from tonal to deep espresso plus terracotta, indigo and slate. A fabric for curtaining and light upholstery.

Colours: Desert Lion, Elephant, Honey Badger, Impala, Wildebeest and Rhino.

**Cashmere Velvet** is a sublime cloth that uses the finest, extra-long cashmere fibres. The delicate yarns are woven with meticulous care using an innovative setting loom, packing the fibres to create a luxurious compact pile. The pile is cut and brushed to separate and open the fibres, revealing an exquisitely soft handle and perfect lustre. Cashmere Velvet balances elegance and strength for both curtains and upholstery. The jewel hues capture the grandeur of the specialist fibres and techniques.

Colours: Topaz, Fire Opal, Ruby, Quartz, Onyx and Amethyst.

**Assegai** is inspired by the tribal engravings on traditional spears native to Africa and each colourway bears an accent hue created by the spear making. Being reversable it is perfect as unlined curtains, bedcovers, throws with slightly different colour options each side.

Colours: Stone, Gold, Tan, Ash, Bronze, Hide and Charcoal.

*Overland, Ottoman Cashmere Velvet Ruby, Cushions Assegai Bronze, Silk Velvet Linen Flange Gold, Classic Linen Cushion Self flange*



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**Shuka** is a dense cloth which combines several colours in both warp and weft to create a striking design. Reminiscent of the colourful garments of the Masai tribe, which are called Shuka's this marriage of wool and linen is enriched by the story behind it, making it the talking point in any room. Reversible and slightly different colours on each side. It is a double cloth quality and will last for years.

**Warrior Cloth** the original gutsy linen is now in the overland palette of 'new' neutrals with splashes of teal and rich colours found in nature and Africa's diverse terrain. The combination of two colours creates a slight two-tone surface on this robust upholstery fabric.

Colours Woodland, Lair, Horizon, Ravine and Forest.

**Stampede** is a rustic, earthy linen that mimics the myriad of animal tracks found in the sand. This linen comes in a range of sun-bleached neutrals that feel pure and unrefined. Totally reversible and beautiful on both sides giving colour options or allowing for use as unlined curtains and upholstery.

Colours: Bone, Fossil, Tusk, Claw, Horn, Thorn, Mane and Tigers Eye.

*Overland, Curtain Stampede Fossil, Cushion Stampede Fossil*



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**Tuli** is a characterful linen inspired by the Tuli Block in Botswana, a popular region for overland explorers. It's reminiscent of stripes used by tribal people and the warm and cool shades at home in any elegant environment where more than a plain is required, perhaps on an ottoman or armchair.

Colours: Aloe, Frog, Reed, Beetle and Nectar.

**Autumn** is a staple linen for any interior and a cloth that will age beautifully. It has a graceful drape and buttery hand which is soft to the touch making it suitable for curtaining and upholstery.

Colours: Ivory, Tan, Honey, Tea, Ebony, Terracotta, Pecan and Ochre.

*Overland, Autumn Pecan Terracotta, Tuli Nectar*



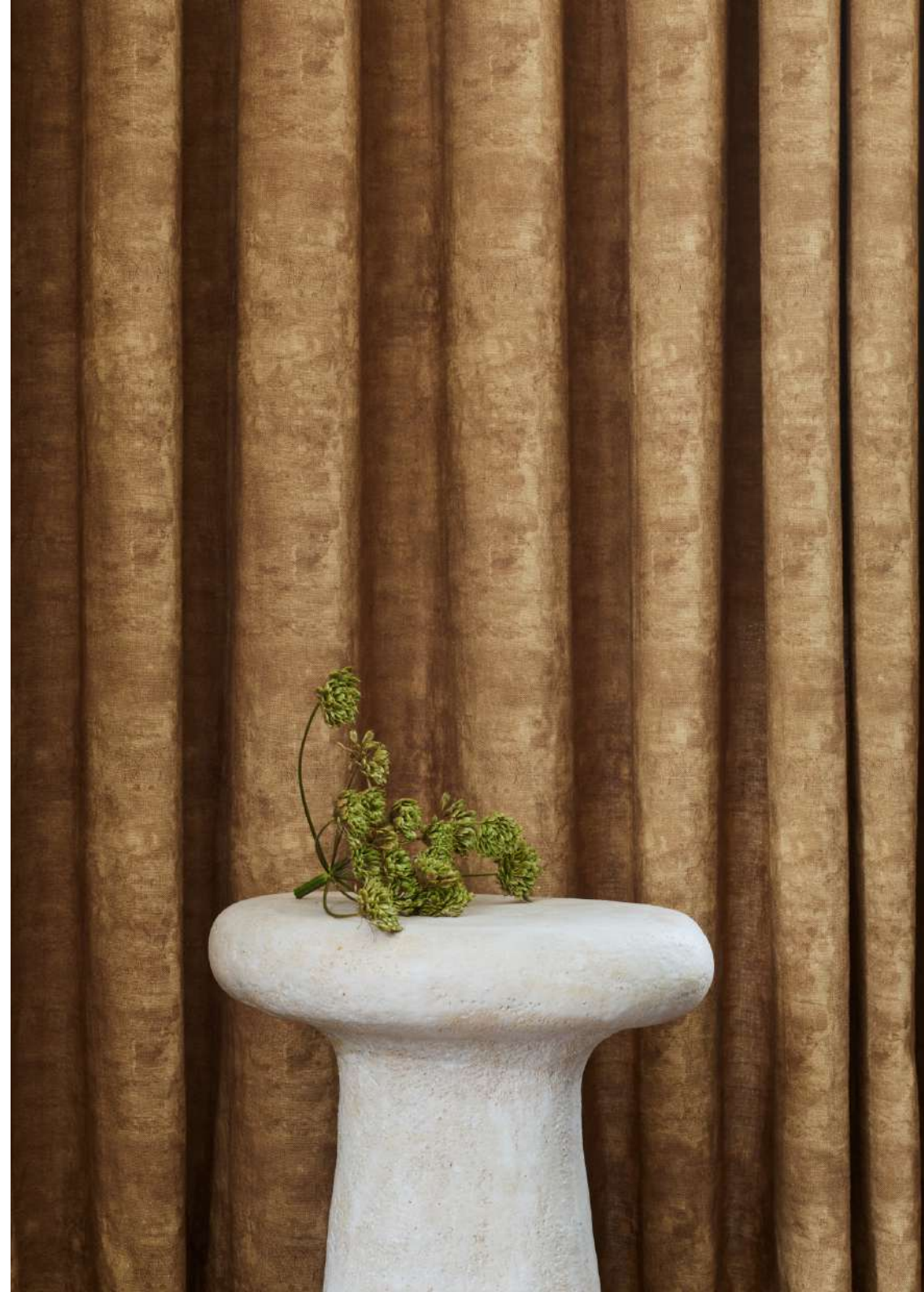
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**Dahna** is a tightly woven linen inspired by the moving sands of the Ad-Dahna. The colours are shades of the sand dunes as the sun, moon and the elements pass over them. The arid surface with its colour gradients is created with a unique craft technique devised by de Le Cuona and handled in the old-fashioned way using the hand and eye of experts. A double width fabric with an elegant drape.

Colours: Windstorm, Oasis, Desert Rose, Sand Dune and Scorched Earth.

**Vintage Cement** is a novel take on de Le Cuona's signature Vintage Canvas fabric where linen is painted to resemble canvas. This iconic original cloth has an unusual painted finish and is now available in a soft cement colour. Launching January 2022.

*Overland , Dahna Scorched Earth*



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## About

de Le Cuona is special 27-year-old British brand that has evolved from introducing stonewashed linen to the industry into a globally renowned purveyor of luxury fabric for interiors using the finest natural fibres – flax, cashmere, wool, alpaca. Founder Bernie de Le Cuona grew up in South Africa and the natural world has always been at the heart of what she does. The soul of the company lies in the unique tactility of its textiles coupled with a deep commitment to artistry and craftsmanship. One of its most intricate woven paisleys is archived at the V&A Museum.

Bernie de Le Cuona is one of the most influential people in British Luxury (The Walpole Power List) who excel as leaders of innovation and sustainability in their sector. Ahead of the curve this fabric house was the first to launch 100% organic linen certified to The Global Organic Textile Standard. Pure is the ultimate product that contributes to a wellness way of life through environmentally and socially responsible making.

As Founder and CEO Bernie heads the design and creative direction as well as the business operations. With her vision de Le Cuona has showrooms in London and New York, and a network of elite distributors and agents worldwide. Headquarters are in Royal Windsor.

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Curtain Dahna Scorched Earth, Chairs Warrior, Horizon Striped-Linen Cushion | Stampede Tigers Eye, Assegai Gold Bronze | Autumn Pecan Terracotta, Ochre, Ebony, Tea, Honey, Ivory Tan | Throw Shuka