

Dawning of a new era

As the perfect antidote to the problems of the pandemic era, Impress has launched four inspired décor collections.

Two years of pandemic have changed people – not just their perception of the environment but their relationships with nature and fellow human beings. The time has come to let a new attitude to life move into the home. Design experts from Impress have tracked down trends and megatrends from around the world and ushered in a new collection of décors with a variety of exciting colours and textures to warm the soul and delight the senses.

“The retreat from the stimulus-flooded outside world forced upon us by the pandemic has recalibrated our senses to the subtleties of our living environment,” says

Sascha Kostros, Head of Décor Management at Impress. “Rediscovering our relationship with nature and fellow human beings is becoming the new great mission of man. This mission begins in the home, with décors from Impress.”

The latest collections from Impress are gathered in four main groups, Ecotropolis, Reframing Rituals, Hybrid Realities and Modern Romantics.

Two questions inspired the development of the newly-launched Ecotropolis collection: *will the preservation of the earth be possible through human ingenuity; and what role does the megatrend of urbanisation play in this?* Ecotropolis is a trend governed by the

world change in 2020. The décor Mauvella Oak, a key part of this trend theme, creates the illusion of more space and is perfect for partitioning between zones. It looks stylish and at the same time radiates pure natural simplicity and calmness. Nevertheless, it is very diverse and expressive in detail. The well-balanced planking with beautifully-cut flowers, the few finely-drawn branches and especially the rich play of colours with soft grey gradients make this décor an absolute must-have for any interior designed in natural style.

A long period of uncertainty awakens a longing for relaxation and light-heartedness in quiet retreats. The design approach

Reframing Rituals emerges from this new intimacy. It brings the human perspective into focus. This is what Boyle Acacia stands for: an exciting décor with an interplay between cut, curved sections and calmer stripes. The darker pore reinforces a more structured look and invites you to touch it. This welcoming décor exudes warmth and is perfect for a cosy interior.

Stimulating, invigorating spaces create new Hybrid Realities. Opening up digital architectures and interiors in the metaverse makes it possible to immerse oneself in exciting worlds. Virtuoso, filigree designs characterise this trend. It is reflected in the stone décor Pompeu Slate, which has

its origin in a coloured slate and contains numerous colours and shapes in an organic form.

In Modern Romantics, the Renaissance celebrates its comeback: art inspired by this cultural epoch with a modern twist is the focus of this trend. The entire product direction is influenced by this, giving rise to a new kind of still-life aesthetic. The Bianco Onyx décor, with its complex background details and bold accents, creates an overall impression and typifies the Modern Romantics Collection.

For more information on the four latest collections from Impress, call +49 6021 4060 or visit www.impress.biz/en/

Mauvella Oak
from Ecotropolis



Pompeu Slate from
Hybrid Realities



Boyle Acacia from
Reframing Rituals



Bianco Onyx from
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