



scion

JAPANDI PRESS RELEASE AW18



PRESS RELEASE AW18

JAPANESE INFLUENCES MEET SCANDINAVIAN STYLE AS SCION LAUNCHES JAPANDI, A CAPTIVATING NEW COLLECTION OF WALLPAPERS AND FABRICS FOR AUTUMN / WINTER 2018.

Full of cheeky charm and charisma, British brand Scion has a wide circle of friends. But not everyone knows that Scion also has a sophisticated side; pared back and elegant, whilst still retaining its cool, trendy feel.

This new element of Scion's personality is reflected in Japandi, a fabulous new collection of wallpapers and fabrics inspired by Japanese prints and culture.

East meets west in this hybrid trend which carefully incorporates a bold and beautiful Japanese aesthetic with Scion's playful Scandi influences. As modern-rustic Scandinavian vibes blend with the traditional elegance and rich colours associated with Japanese style, Japandi pays homage to the importance of creating a beautiful home from hand-picked pieces to love and treasure.

Scion designer, Hannah Bowen says, **"The collection celebrates the Japanese concept of appreciating beauty in the imperfect; accentuated brush marks, ikats and chunky embroideries play up to this sentiment, whilst the pared back, geometric elements of the collection are synonymous with the Scandi look that Scion is famed for."**

The ancient Japanese theme of 'imperfectly beautiful' runs throughout the collection of eight wallpaper designs over 32 colourways and seven fabric designs over 27 colourways. Japandi includes a selection of fabrics that are suitable for curtains and accessories. Some designs can be used for upholstery.

Japandi's colour palette includes muted tones such as Liquorice, Teal and Putty injected with bright pops of Tumeric, Emerald, Chilli and Ginger and the multicoloured Cranberry & Rose, Ink & Slate and Berry & Ochre.

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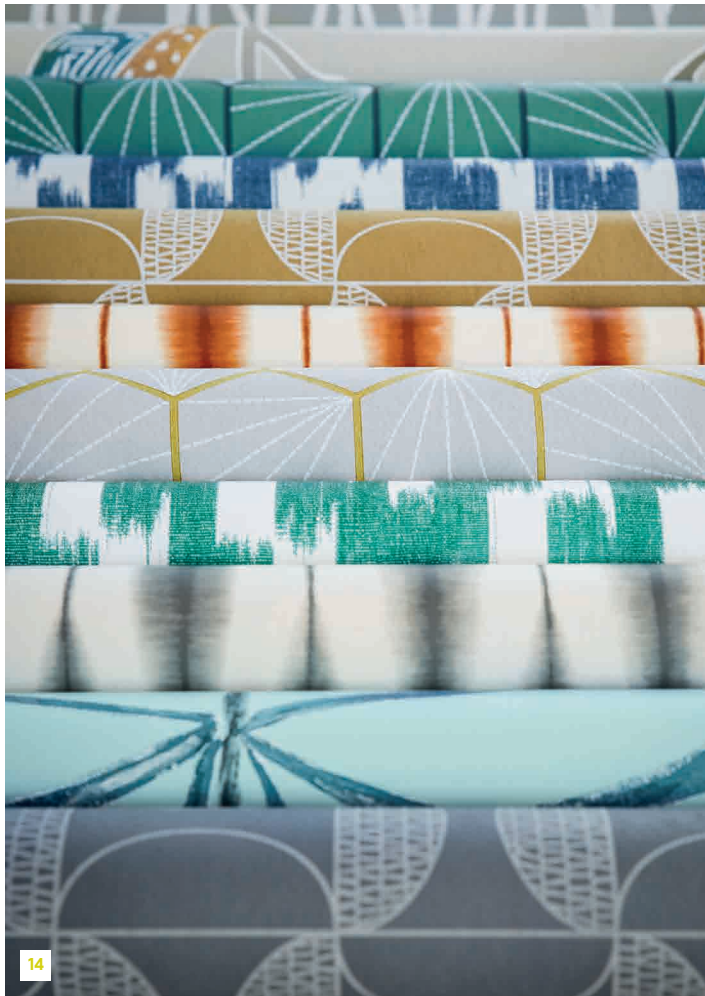
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JAPANDI WALLPAPERS

Full of Scion's sophisticated side shines through with Japandi, an 'imperfectly beautiful' collection of eight wallpaper designs over 32 colourways.

AIKYO

Aikyo brings a hand-crafted look to the Japandi collection from Scion. Drawing on Scandinavian influences, this bold geometric wallpaper design is a great way to add colour to the home.

Available in six colourways: Seaglass, Forest, Coast, Steel, Hemp and Parchment

PASSARO

Cheerful stylised birds perch high on budding branches in this lino-cut style wallpaper from Scion's Japandi collection.

Available in three colourways: Rose/Steel, Cinnamon/Slate and Ginger/Teal

GENKI

From British interiors brand Scion and meaning 'Japanese painter', Genki is an angular stripe wallpaper with a strong Japanese influence. Striking and versatile.

Available in four colourways: Pebble, Graphite, Fossil and Dove

DRAGONFLY

Dragonfly is a beautifully elegant wallpaper from the Japandi collection, providing a dramatic statement design of a painterly dragonfly with a simple sketched body and fragile wings.

Available in four colourways: Marine, Liquorice, Parchment and Rose

KASURI

Showcasing a striking brushed ikat stripe, Kasuri's bold colourways are perfect for making a statement.

Available in four colourways: Chilli, Porchini, Slate and Birch

SHINKU

A stitched geometric is used in this funky wallpaper design from the Japandi collection, creating a series of beautiful fluid shapes as the eye moves across the wall.

Available in four colourways: Truffle, Tumeric, Steel and Putty

UTEKI

With its name meaning raindrops, Uteki is a striking wallpaper in the Japandi collection from Scion. Designed in four stand-out colourways, a printed warp creates a true ikat, accurately depicting Japan's 'perfect imperfect' aesthetic.

Available in four colourways: Raffia, Indigo, Flint and Emerald

HABUTAI

Meaning 'woven silk' Habutai from the Japandi collection features a bold large-scale triangle design with an ikat edge on a light ground.

Available in three colourways: Hessian, Pewter and Liquorice

JAPANDI FABRICS

The Japandi fabric collection comprises four prints, three embroideries and one weave over 27 colourways suitable for curtains and accessories. Some designs can be used for upholstery.

AKIRA

With its inspiration taken from the print of an archive kimono, Akira is the stand out design of the Japandi collection. An elegant floral trail with a gorgeous brushed edge adds a feel of the 'imperfect perfect' to this striking print.

Available in three colourways: Denim/Midnight, Berry/Ochre and Ginger/Teal

USUKO

Add pops of colour with this striking multi print in five cheerful colourways. With its traditional Japanese name and true ikat design, Usuko is the perfect Scion fabric for making a statement.

Available in five colourways: Ink/Slate, Cranberry/Rose, Berry/Ochre, Rust/Marine and Olive/Ginger

DRAGONFLY

Dragonfly is a beautifully elegant fabric from the Japandi collection, providing a dramatic statement design of a painterly dragonfly with a simple sketched body and fragile wings.

Available in Liquorice, Marine and Parchment

AIKYO

With its name meaning 'forest', Aikyo is a versatile design which can add texture and colour to a scheme. Embroidered on a dyed ground with a highlight embroidered edge, Aikyo combines Scandi geometric elements with a Japanese hand-crafted look.

Available in four colourways: Midnight, Steel, Forest and Teal

KAZUE

Kazue is a jacquard featuring a fade out, inky diamond with a lovely sheen and drape. Strong Ink, Pewter and Spice colourways bring bursts of colour to this striking fabric from Scion Japandi.

UTEKI

Uteki from the Japandi collection is a chunky textured fabric with a printed warp which is then woven. A true ikat with a captivating 'perfect imperfect' design.

Available in four colourways: Denim, Granite, Raffia and Stone

SHINKU

A beautifully dyed and embroidered geometric design. Chunky stitching brings an element of the 'perfect imperfect' to the Japandi collection from Scion.

Available in four colourways: Putty, Emerald, Lake, Tumeric and Ginger

JAPANDI CAPTIONS

1 WALLPAPER: Genki 111927 KIMONO: Akira 120751

2 CURTAINS: Usuko 120756 BLINDS: Uteki 132731
PILLOW CASES: Akira 120751, BED THROW: Aikyo
132736 & Plains 5 131162 CUSHIONS: Shinku 132728,
Shinku 132725

3 PILLOW CASES: Akira 120751

4 PILLOW CASES: Akira 120751, BED THROW: Aikyo
132736 & Plains 5 131162, CUSHION: Shinku 132728

5 WALLPAPER: Uteki 111946 PAINT: Sanderson Active
Emulsion in Eucalyptus

6 CURTAINS: Akira 120750 PAINT: Zoffany Elite Emulsion
in Olivine SOFA: Sumac Linen 142492 SOFA CUSHIONS
(L-R): Plains 9 141740, Usuko 120754, Kazue 132723,
Shinku 132727, Shinku 132725, Usuko 120754. CHAIR &
FLOOR CUSHIONS: Aikyo 132735.

7 CURTAIN: Akira 120750

8 SOFA: Sumac Linen 142492 CUSHIONS: Shinku
132727, Shinku 132725, Usuko 120754

9 SOFA: Sumac Linen 142492 SOFA CUSHIONS(L-R):
Usuko 120754, Kazue 132723, Shinku 132727, Shinku
132725, Usuko 120754.

10 CUSHION: Aikyo 132735

11 CURTAIN: Shinku 132725 PAINT: Zoffany Elite
Emulsion in Olivine FLOOR CUSHION, Aikyo 132735,
Chair CUSHION: Usuko 120754

12 FABRIC: Shinku 132725, Aikyo 132733, Shinku 132728

13 WALLPAPER: Passaro 111926

14 A selection of Japandi Wallpapers

15 A selection of Japandi Wallpapers

16 WALLPAPER: Dragonfly 111931 CUSHIONS (L-R):
Plains 5 131170, Kazue 132721

17 WALLPAPER: Kasuri 111935 CUSHION: Asukiu 120756

18 CURTAINS: Aikyo 132734, Border: Zoffany Quartz
331634 PAINT: Sanderson Active Emulsion Indigo Blue
CUSHION: Kazue 132721

19 WALLPAPER: Aikyo 111920 PAINT: Sanderson Active
Emulsion Indigo Blue

20 WALLPAPER: Habutai 111949 CUSHION: Shinku
132728

21 WALLPAPER: Shinky 111940 SOFA: Plains 1 130433
SOFA CUSHIONS (L-R): Plains 1 + 1 131948, Plains 5
131170, Shinku 132728

22 WALLPAPER: Aikyo 111920 PAINT: Sanderson Active
Emulsion Indigo Blue SOFA: Scion Plains 1 + 1 131949
RHS Chair: Scion Plains 1 + 1 131949

23 CURTAINS: Kazue 132721 SEAT PADS: Shinku 132724,
ties: Plains 4 140752. TABLE RUNNER: Akira 120749
CUSHIONS (L-RAikyo 132733, Aikyo 132733, Kazue
132722

24 TABLE RUNNER: Akira 120749

25 CURTAINS: Kazue 132721 CUSHIONS (L-R): Aikyo
132733 backed in Plains 1 131949, Aikyo 132733 backed
in Plains 1 131949

26 CURTAINS: Dragonfly 120760 CUSHIONS (L-R):
Usuko 120752, Aikyo 132733

27 CHAIR: Scion Plains 1 + 1 131949, backed in Aikyo
132734

28 WALLPAPER: Genki 111928 CUSHION: Aikyo 132734

29 WALLPAPER: Habutai 111397

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The Scion logo features the word "scion" in a bold, lowercase, sans-serif font. A small yellow square is positioned above the letter 'i'.