

# HODSOLL MCKENZIE

LONDON



## Rewild | Fall 2022

Rewilding is about letting nature take care of itself, enabling natural processes to shape land and sea, repairing damaged ecosystems and restoring degraded landscapes. Through rewilding, wildlife's natural rhythms create wilder, more biodiverse habitats with an emphasis on humans stepping back and leaving areas to nature.

Rewilding, when applied to humans, could also mean our return to the essentials, in order to reconnect with nature and our natural state of being. A return to the untamed aspect of ourselves, inherent in all of us. While the world becomes increasingly complex, a nature-oriented lifestyle promises conditions that are coherent and fair for every creature. It also promises space for spontaneity and joie de vivre.

In this context, the conservation of natural habitats is no longer sufficient: the desire to create new habitats, a new coexistence with nature and its wilderness – and consequently one's own wildness – is the goal of this "Rewilding" concept.

With this in mind, this collection is dedicated to all the endangered species that will vanish forever, if humankind doesn't learn to coexist with nature now. It is a celebration of nature's diversity, which we often enjoy as lifestyle but must also learn to cherish as something vulnerable and in need of protection. But it's also about stepping back and allowing ourselves to lose control and letting the wilderness teach us how to live a meaningful life.

## Armadillo | 21283

On closer inspection the armor of an armadillo is a fantastical surface of overlapping scales. Spots and striped markings alternate, sometimes sitting loosely and sometimes more closely together. As a print on a dense, yet elegantly flowing, pure linen weave, this inspiration results in an extremely delicate and subtle striped design. We have taken care to ensure that the printing process as well as the finishing are particularly resource-friendly and toxin-free for the ultimate feel-good experience.

Decoration, fabric width: 150 cm, 6 colours,  
100% LI, resource efficient production



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BY ZIMMER + ROHDE



## Monarch | 21284

When thousands upon thousands of monarch butterflies congregate in Mexico to overwinter, it's a breathtaking sight. The oscillating movement of their wings, as these migratory butterflies hang in colonies in the trees, with their black and white markings on a warm orange background, truly are a work of art, as well as being a vital part of the entire ecosystem. Reason enough to dedicate probably the most extraordinary item in this collection to this natural phenomenon. A jacquard velour made of certified organic cotton recreates the butterfly colonies in such a sophisticated way that it will turn every piece of furniture into a work of art.

Upholstery, fabric width: 140 cm, 4 colours,  
Ground: 55% CO 45% CV, Pile: 100% CV,  
contains organic fibers



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## Okapi | 21285

This dense and heavy linen has an almost aristocratic feel, being of the highest quality and designed to age well. Made in an emission-free zero-waste weaving mill, OKAPI is double-sided. The reverse side reveals the reason why this decorative cover fabric is named after the forest giraffe. A striking zigzag is reminiscent of the okapi's moving rear with its distinctive markings. It's just a shame that there are so few of them left in the world.

Upholstery, fabric width: 140 cm, 5 colours,  
75% LI, 15% CO, 7% CV, 3% PA,  
regionally sourced, resource efficient production



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A top-down view of a wooden table covered with various objects. In the upper center, a small white card holds three blue dice and a dried plant with yellow flowers. To the left, a small woven basket contains two blue and white patterned items. Below the card, a piece of fabric with a black and white zigzag pattern is visible. To the right, a seashell is placed next to a piece of fabric with a blue and white pattern. In the lower left, a dried tomato is visible. The table is covered with several other fabric swatches and a small book.

A close-up photograph of a bed's corner. The headboard features a bold leopard print pattern in black, white, and tan. A thick, rust-colored blanket is draped over the headboard, and a dark blue, textured blanket is folded on top of it. The bed frame is white, and a portion of a red carpet is visible in the bottom left corner.

BY ZIMMER + ROHDE

## Shoebill RE | 21287

The shoebill really is a majestic bird. Over a meter tall and boasting a stately beak, the bird, of which there are only 6000 left in the world, strides through the swamps of southern Sudan. The fil coupé fabric SHOEBILL, in double width, mimics the plumage of this special creature. A combination of European linen and recycled cotton creates a rustic texture that is transformed into a visually feathery fabric due to the fil coupé technique, underscored by the artisanal Maltinto dyeing process.

Sheers, decoration, fabric width: 300 cm, room-height,  
6 colours, 51% LI, 49% CO RE, contains recycled fiber,  
contains organic fiber, regionally sourced



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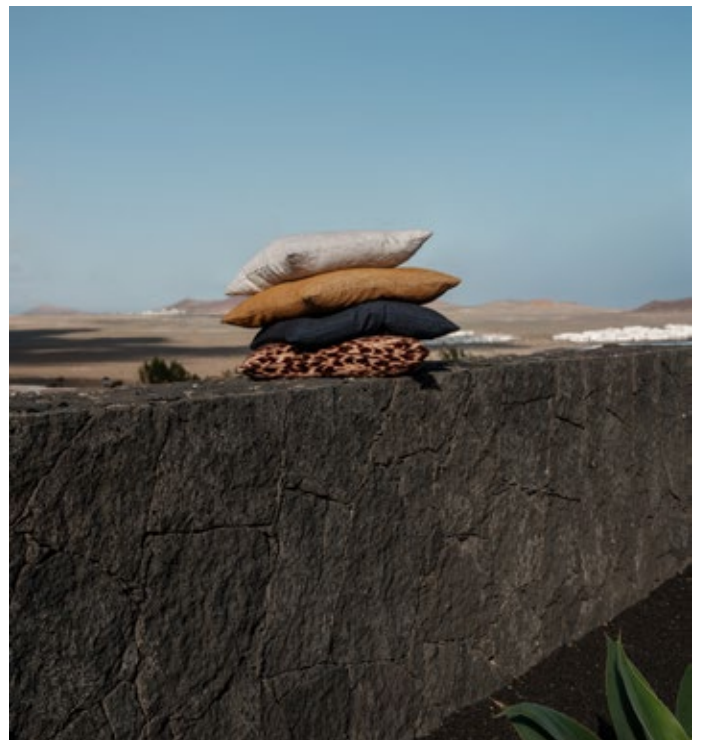
BY ZIMMER + ROHDE



## Hawk | 21288

A velour made of GOTS-certified cotton is printed with artistic plumage, in which two complementary colors combine in a muted way. The result is an animal print that, in some colorways, looks more like a painting, and sometimes indeed reminiscent of the plumage of an eagle, easily integrated into a variety of interior styles. The quality of the velour in haptic and drape allows for many possible uses.

Decoration, upholstery, fabric width: 140 cm, 4 colours,  
Ground: 100% CO, Pile: 100% CO, contains organic fibers



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## One World | 21289

The highlight of this collection is ONE WORLD, an illustrative collage of many endangered species in full fabric width, which was interpreted as a sophisticated jacquard made with cotton and European linen in an Italian weaving mill. The subtle color contrast makes the design of the decorative fabric look rather abstract when used as a curtain, while the figurative character is more apparent when used as an upholstery fabric. It's a fabric that is sure to be a real talking point.

Decoration, fabric width: 140 cm, 4 colours,  
59% CO, 41% LI, contains organic fibers



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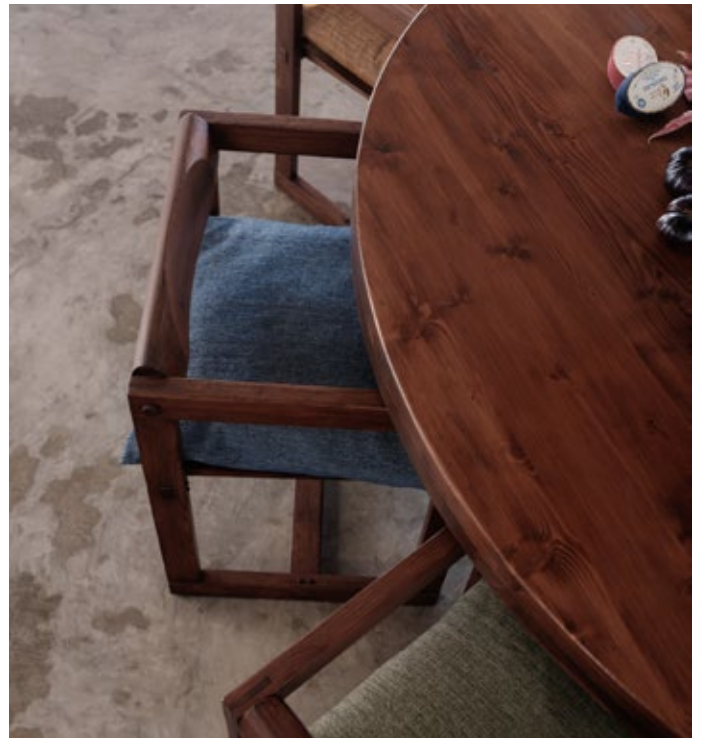
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## Habitat | 21290

This lightweight upholstery and decorative fabric captivates with a subtle stripe, thanks to the use of a chenille yarn made of Tencel, which provides a lively structure in interaction with the cotton warp yarn. With a soft feel and beautiful volume, this plain fabric, or rather universal fabric, can be used just about anywhere. We hope that HABITAT will serve as a reminder that our habitats are the foundation of all our existence and need our special protection.

Upholstery, fabric width: 140 cm, 12 colours,  
55% CO, 45% CV, contains organic fibers



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