

## **KARE 2012: Shameless living trends**

Garching-Hochbrück December 2011: **One of a kind, authentic and non-conformist – this is how trend-oriented, free-spending consumers of all ages live today. Under the slogan "Shameless since 1981" the KARE Design lifestyle trendsetters twice a year create furnishing sensations well beyond conventional style dictates. An individual style mix with sex appeal and 'must-have' factor is the principle under which the globally successful brand KARE presents its imaginative and design-driven trend shows at international furniture fairs. Around 1000 impact-making products in more than ten seductive theme worlds, fabulous furniture, spectacular lamps and funky furnishing accessories make dreams of a really individual home come true. It offers not only an intimate retreat but also a creative playground for cosmopolitans and style fans all over the world. The following theme worlds are just three examples.**

### **Trend show "Rockstar": Drama, baby!**

The highlight of the KARE show at the furniture shows in Cologne, Paris, Milan and Frankfurt is the 'Rockstar' trend show. This furnishing world takes a mixture of sensual opulence, in-your-face punk quotes and freewheeling baroque elements to create a real glamour factor for your home. Silver, dark violet and black dominate the colour palette. 'Rockstar' promises luxury and urban chic at affordable prices. KARE top creative spirit and co-owner Jürgen Reiter predicts: "Our 'Rockstar' trend show is filled to bursting point with extravagant furnishing inspiration and represents the ultimate rejection of puritanical minimalism".

### **Trend show "Pop Art & Fun": Roaring London is calling!**

The revolutionary spirit of the Sixties lives! In the 'Pop Art & Fun' trend show KARE immerses functional, clean-lined furniture and furnishing accessories in dramatic colours, turning them into objets d'art for everyone. KARE founder and partner Peter Schönhofen knows what consumers want: "Flower-power patterns, rainbow colours, Andy Warhol and Roy Lichtenstein provide the stimulus for a furnishing world full of irrepressible joie de vivre". Pictures, benches, mirrors, shelf units and coat racks demonstrate the courage to develop a non-conformist furnishing personality.

### **Trendshow "New-Romantic": Poetic but modern**

In 'New Romantic' KARE goes on a romantic rendezvous with the poetic side of furnishing. Sensitive colours, antique-white surfaces and light-coloured solid wood are reminiscent of the irresistible charm of English country cottages, rejuvenated by KARE in line with the trend. 'New Romantic' engenders a feel-good sensation of romanticism which has nothing to do with prettified kitsch.

*KARE Design GmbH - Shameless since 1981*

**From Munich shelving shop to global brand from Sao Paulo to Seoul / 50 shops worldwide / 4,500 articles and 1,000 new products annually**

'More taste than money' is the corporate credo of Jürgen Reiter and Peter Schönhofen, the founders and owners of KARE Design GmbH who employ a workforce of 350 at their HQ near Munich. Worldwide this mid-sized company markets, at affordable prices, design products which are for the most part of its own creation and include furniture, lighting and accessories. KARE Design represents stylish living, creative individuality and the rejection of both run-of-the-mill furnishing and boring conformity. The company operates its own retail stores, franchise shops, shop-in-shop locations and classic retail distribution. Its owners' recipe for success is 'desire, expertise, fun and hard work – and our workforce.'

#### Important trade fair dates

**REDBOXX-DAYS Munich - 06.01.- 09.01.2012**

Presentation of our new products at our in-house showroom covering 2,800 m<sup>2</sup>

**IMM COLOGNE – the furnishing industry's global trend show - 16.01. - 22.01.2012**

The new KARE furnishing worlds in Hall 7.1/ B56

**MAISON&OBJET PARIS - 20.01. - 24.01.2012**

L'art de vivre à la KARE Hall 6/ N56-N71

**MACEF MILAN - International Show 26.01. - 29.01.2012**

The ultimate in great KARE design in Hall 5/ M01-M05

**AMBIENTE - the largest international consumer goods fair 10.02. - 14.02.2012**

The resounding finale to the winter's trade fairs with KARE inspiration in Hall 11.1/ D91

#### Media contact partners:

KARE Design GmbH

Susanne Knacke and Jaqueline Scheib

Press and PR

Zeppelinstraße 16

D-85748 Garching-Hochbrück

Telephone: +49 (0)89 320 82 153

Email: [sknacke@kare.de](mailto:sknacke@kare.de)

[jscheib@kare.de](mailto:jscheib@kare.de)

[presse@kare.de](mailto:presse@kare.de)

---

[www.kare-design.com](http://www.kare-design.com)

[www.kare-muenchen.de](http://www.kare-muenchen.de)

[www.Facebook.com/KARE.Muenchen](https://www.facebook.com/KARE.Muenchen)