

Press release

30 years of KARE – shameless since 1981

## **Trend trip from Las Vegas to a mountain chalet**

Garching-Hochbrück, August 2011 - **In the year of their company's thirtieth anniversary lifestyle entrepreneurs Jürgen Reiter and Peter Schönhofen reveal a treasure trove filled with irresistible furniture and furnishing accessories. As a recognised trend setter at international trade fairs KARE is this year paying homage to the design of the Fifties and Sixties, adapting it to a contemporary setting and refreshing classic designs with ingenious re-editions. The company creates around 80 per cent of its range itself, including 1100 new products a year.**

Gorillas sparkling with crystals in a range of colours make an appearance as elegantly glamorous decorative objects, accompanied by a black, glossy panther. Pink piggy banks in lace panties and rather naughty fetish costumes awaken our appetite for unusual decorative ideas. Even at the age of thirty the brand remains true to its slogan of 'More taste than money'.

### **Celebrating pure individuality**

The KARE range reflects a journey of the imagination through different style epochs. At the destination furnishing enthusiasts are waiting, looking forward to experimenting in their own home laboratory and creating their own highly individual style. When it comes to furnishing a home anything is possible – a fact which is confirmed by 'Las Vegas', KARE's main new trend show. Playful eccentricity with crumpled bars of gold as cushions and ashtrays in the form of dice are combined with velour armchairs straight out of the casino in rich green and cardinal red.

### **Las Vegas – nothing is impossible**

The glamorous side of this furnishing world features warm flesh, sun-kissed gold and prickling champagne tones. Las Vegas is also a firework display of colours and joie de vivre. A light azure blue experiences its revival as an upholstery colour for high-backed two-seaters with studs combined with silver upholstery nails.

Hide carpets in all shades of blue pay tribute to the patchwork look. 'Las Vegas' also features the highly unusual – such as a multi-functional dressing table which is upholstered with red patent leather in a reptile skin pattern. Another aspect of this trend show is a discreetly glamorous combination of metallic tones. Matt silver is accompanied by brass with an antique look and warm reddish gold – for example in a three-legged side table with cast-aluminium top.

### **Aqua Lounge – dolce vita in Capri**

Nuances of white and blue are very much today's 'in' colours for the home. They communicate vitality, clarity and purity in all rooms. In its Aqua Lounge trend show KARE merges these fresh tones with a Mediterranean ambience, evoking images of the glamorous Grace Kelly era in Monaco and elegant Riva boats off Capri.

Cushion covers in emerald and azure with embroidered fish and pleated taffeta rosettes, together with fluffy lounge carpets with the shades of blue found in a Mediterranean bay bring life to their surroundings with a variety of textures and surfaces. Delicate light blue balls of glass float like air bubbles between heaven and earth.

High-end design by Andreas Weber is represented by a white sideboard on slim legs and with high-gloss prismatic doors. Amorphous vases suggesting the depths of the ocean create associations of summer, sun, sea and dolce vita.

### **Modern fusion in the Mountain Chalet**

Natural materials such as leather, fur, linen and unpolished wood generate a feeling of rustic calm. The Mountain Chalet trend world features both traditional charm and loft-style modernity, with KARE combining affordable classics such as a wing-back chair upholstered in cowhide with white lounge furniture.

The KARE designers use fascinating mirrors to give the traditional chalet style a twenty-first century look. Lamps on an antique metal base with an industrial character use their hide lampshades to adapt the mountain chalet feel to a modern ambience. Mountain Chalet enhances a comfortable ambience à la Louis Trenker with a portion of urbanity and modernity à la Zaha Hadid.

### **Solid wood - stylish**

The young Fashion Rebels trend line brings together seating elements upholstered with denim in various washes and antique-black, slim steel cupboards whose interior shimmers mysteriously in blue. The highlight is a sofa made purely of vintage jeans in the form of individual cushions. A deliberate break in style is represented by dining tables and benches with tops and seating surfaces looking as if they have been carved from a tree trunk, bringing a touch of nature into the home with their grain and knotholes. The sturdy Harlekin storage series with tall cupboards and chests of drawers represents the modern vintage style for cosmopolitan living. An antique-white frame surrounds drawers and doors in a mixture of red, blue and yellow on the model of the harlequin costume – an ideal series for mix-and-match interiors.

### **The company**

**30 years of KARE Design GmbH: from shelving shop to global brand / 50 shops worldwide / 4,000 articles and 1,500 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 design products of its own creation at affordable prices, including 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: 'Desire, expertise, fun and hard work – and our workforce.'

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