



FELICE

handwoven
designs

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FELICE — AS FLEXIBLE AS LIFE ITSELF

Woollen carpets reinvented with innovation and craftsmanship

Waizenkirchen, 10 January 2017. Natural, hand-woven and refreshingly different: with the Felice brand, time-honoured family company Lehner Wolle presents an innovative solution for modern home decor. Not only do Felice's hand-woven woollen carpets live up to the highest design requirements, they also fit with surprising ease in any surroundings.

A carpet for life: Felice is an innovative modular system that allows anyone to vary their own carpet again and again – maximum effect with minimum effort. In this way, the creative brand from Austria grants lovers of high-quality natural products a degree of freedom that they have never known before. "For us, sustainability is every bit as important as good design. This is why we took a conscious decision to develop Felice as an overall concept that can be adapted very easily to our different living situations – and be with us a whole life long", says Felicitas Lehner, spokesperson for the family company.

For its debut, the brand is presenting itself in nine module sizes and six designs that can be mixed and matched in the harmonious colour worlds. With this differentiated collection, Felice consciously addresses different style types – from lovers of natural ambiances to design-savvy performers and creative individualists. As well as the multifaceted standards, Felice also offers made-to-measure production with a service geared towards architects, interior designers, furnishing contractors and other professionals.



The Felice system

Felice are hand-woven carpet modules that come in different sizes, colours and designs, which can be combined discreetly with one another using the innovative, non-slip Connector system. Each module has two equally attractive sides and can be re-laid, rotated, turned over or substituted at will. The various weave and colour variants have been fine-tuned with one another and can be pieced together, varied or supplemented as required. All Felice modules consist of selected pure new wool that makes this traditional natural product feel so good to the touch.



The Felice design

The refreshing design is the brainchild of Anna Mooren. Felice's young in-house designer skilfully builds a bridge between the traditional handloom and contemporary lifestyle design. In her modern interpretation of hand-woven carpets, simple, traditional weaves meet striking accents, which lend the harmonious overall impression a creative and very modern vigour.

As with the designs, the protected connecting system Connector was developed in-house. The system is based on an Inox velcro system, which among other things is used in modern architecture. The technical adaptation for the Felice system allows users to insert and remove the carpet modules at will without damaging them. A special rubber lining gives them their non-slip grip.

The Felice concept is rounded off by its attractive carpet covers, which are hand-sewn from used sail canvas. In this additional feature, the brand combines the Lehner family's twin passions: sailing and intelligent, sustainable design.

The Felice philosophy

All over the world, pure new wool carpets are enjoying a veritable renaissance. And with good reason: the renewable and therefore sustainable raw material not only cleans itself and is highly durable, but it also creates a pleasant room ambience and, thanks to its unmistakable feel, is the ultimate feel-good product. The Felice brand guarantees the highest quality standards: all Felice yarns consist of 100 percent natural fibres. These are spun in the company's own spinning mill and woven by hand, a traditional process that means that every product has its own unique characteristics. The in-house weaving looms upon which the Felice carpets are woven stem from the 1980s. By reactivating them, the company gives its original area of business a whole new lease on life, reviving its spirit of craftsmanship.



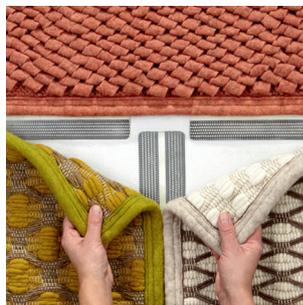
Felice — hand-woven design

Felice is a brand by Lehner Wolle, an Austrian company firmly rooted in tradition and craftsmanship. Its unique modular system for hand-woven woollen carpets permits entirely new design options both in private homes and in interior design. In its new brand, the family company combines sustainability, origin and innovation: all Felice carpets are made of natural pure new wool, spun and woven in-house. As with the design, the protected connecting system Connector was developed by the company itself.

www.felice-living.at

www.floralwolle.at

www.isolenawolle.at



Press contact

Further details on Felice can be found in the press release “FELICE – Company and Story” and on its press web pages www.felice-living.at/press

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