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Collection

ESTELLE

On request:
FR Version
Special Colour

ESTELLE

by VFM DESIGN

Timeless Neutrals in Star-Struck Textures.

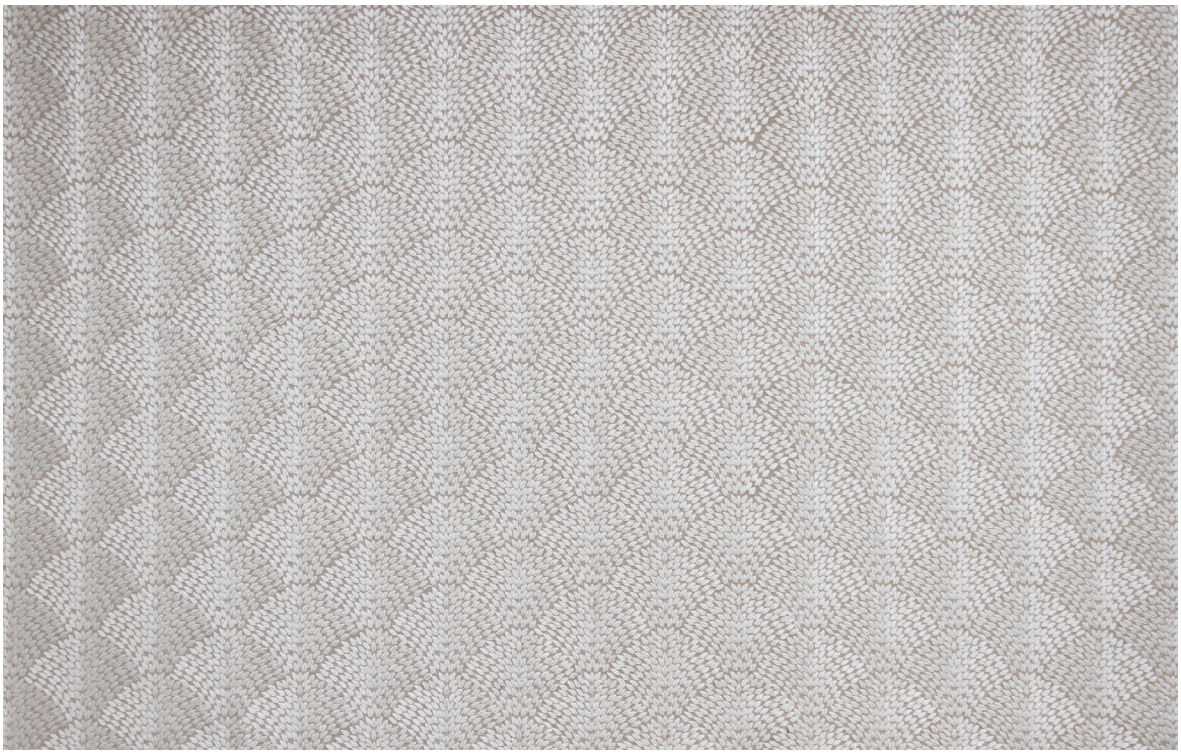
ESTELLE inspires each embroidery stitch to come together like stars in the night sky. This decorative embroidery collection features 25 patterns in a refined neutral palette. Across the collection, modern geometrics sit alongside ornamental damasks and botanical trails, with each design elevated through tactile techniques: dense all-over embroidery, varied stitch play, raised textures, and subtle highlights such as zari, jute etc. Ideal for cushions, curtains, wall panels and crafted accessories, ESTELLE offers a versatile library of statement patterns and quieter textures that layer effortlessly into contemporary interiors.

Embroidery collection, neutral shades, decorative textiles, tactile texture, raised embroidery, varied stitches, zari highlight, jute detailing, modern geometry, ornamental damask, botanical motifs, statement cushions, curtains, wall panels, accessories, contemporary interiors

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SIRIUS

Vintage Scallop with a Soft Zari glow.

SIRIUS is a heavily embroidered, all-over scallop pattern with an ornamental, vintage-inspired character that feels timeless yet refined. The dense stitch work builds a tactile, elevated surface, while the zari element introduces a gentle shine that adorns decorative interiors with a soft character.

Keywords:
Heavily embroidered, all-over, scallop pattern, ornamental, vintage-inspired, tactile, elevated surface, gentle shine, decorative.

Article Reference	SIRIUS 3259			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	130cm (51”)
Repeat (+/–)	Vertical	10.0cm	Horizontal	16.0cm
Composition	73% Polyester 12% Cotton 7% Linen 8% Zari			
Weight (+/-)	770 GSM			
Abrasion Resistence	NA			
Usage	Decorative			

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SPICA

Contemporary curves rendered in shine and tone.

SPICA features a modern, abstract semi-circle pattern arranged in a calm rhythm, balancing structure with organic curves. The embroidery adds soft relief and surface interest, while a subtle zari shine lends a quiet highlight that elevates the design without overpowering it. Designed for decorative use, SPICA delivers a subtle graphic statement for clean, natural interiors.

Keywords:

Modern, abstract, semi-circle pattern, calm rhythm, organic curves, soft relief, subtle zari shine, decorative use.

Article Reference	SPICA 3260			
No. of Colors	2			
Width (+/–)	Overall	140cm (55”)	Usable	128cm(50”)
Repeat (+/–)	Vertical	20.00cm	Horizontal	21.00cm
Composition	60% Polyester 22% Cotton 14% Linen 4% Zari			
Weight (+/-)	495 GSM			
Abrasion Resistence	NA			
Usage	Decorative			
Care Instructions				

SPICA 3260

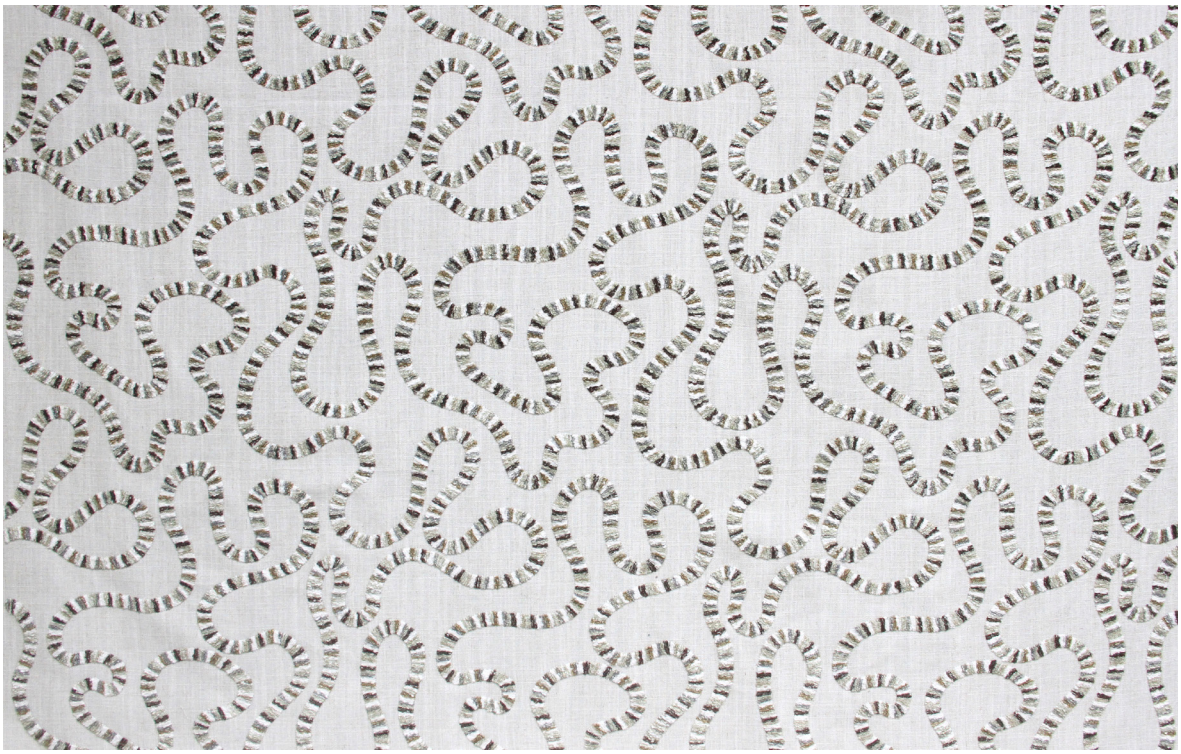


3260/01



3260/02

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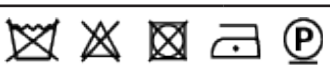


CANOPUS

Meandering textures offering a whimsical play.

CANOPUS presents an abstract curvy pattern with a diffused stripe embroidery that emphasizes movement and rhythm across the surface. With its subtle energy, raised texture and multi-tonal effect, CANOPUS is a strong choice for statement cushions, decorative drapery, wall panels and accessories bringing modern tactility and visual motion into the space.

Keywords:
Abstract, curvy pattern, diffused stripe embroidery, movement, rhythm, raised texture, multi-tonal effect, visual motion.

Article Reference	CANOPUS 3261			
No. of Colors	2			
Width (+/–)	Overall	140cm (55”)	Usable	130cm (51”)
Repeat (+/–)	Vertical	39.00cm	Horizontal	42.00cm
Composition	94% Polyester 5% Linen 1% Nylon			
Weight (+/-)	900 GSM			
Abrasion Resistence	NA			
Usage	Decorative			
Care Instructions				

CANOPUS 3261

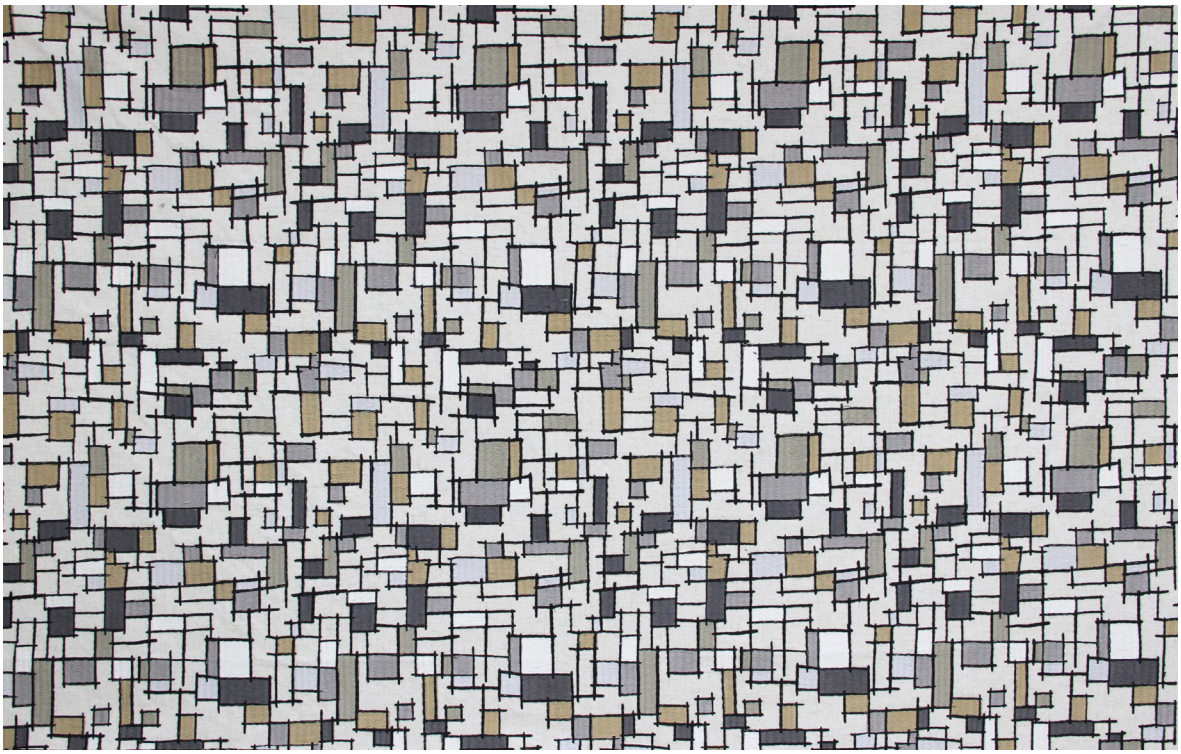


3261/01



3261/02

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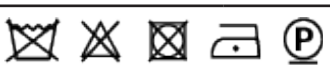


RIGEL

An abstract take on stained glass geometry.

RIGEL is defined by an abstract uneven square pattern that creates a distinctly modern look with a confident, architectural feel. The all-over embroidery emphasizes irregular blocks and linework that interact to form a dynamic, layered grid. Perfect for standout cushions, feature panels, and accent drapery, RIGEL brings contemporary structure and crafted texture to decorative interiors.

Keywords:
Abstract, uneven square pattern, modern look, architectural feel, all-over embroidery, irregular blocks, layered grid, crafted texture.

Article Reference	RIGEL 3262			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	124cm (48”)
Repeat (+/–)	Vertical	40.00cm	Horizontal	30.00cm
Composition	78% Polyester 14% Cotton 8% Linen			
Weight (+/-)	700 GSM			
Abrasion Resistence	NA			
Usage	Decorative			
Care Instructions				

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PHOENIX

Whispers of feathers captured in delicate, flowing embroidery.

PHOENIX reflects the spirit of the legendary bird through feathered forms, rendered in soft shading and delicate detail. Intricate stitching builds an ornamental, layered, realistic surface that feels rich yet refined. As a decorative fabric, PHOENIX brings a crafted, design-forward statement offered in a curated selection of shades to suit both calm neutrals and more expressive interior accents.

Keywords:
Feathered forms, soft shading, delicate detail, intricate stitching, ornamental, layered, realistic surface, decorative.

Article Reference	PHOENIX 3263			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	128cm (50”)
Repeat (+/–)	Vertical	39.00cm	Horizontal	42.00cm
Composition	56% Cotton 34% Viscose 10% Polyester			
Weight (+/-)	580 GSM			
Abrasion Resistence	NA			
Usage	Decorative			
Care Instructions				

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VEGA

Modern waves drifting through grains of texture.

VEGA features an abstract all-over wavy pattern built with raised stitches, that brings calm movement and a distinctly modern graphic rhythm to the surface. Designed for use across cushions, curtains, wall panels and decorative accessories, VEGA delivers tactile interest and contemporary patterning designed to translate beautifully across its diverse color options.

Keywords:
Abstract, all-over, wavy, raised stitch, graphic, cushions, curtains, decorative, tactile, diverse colors.

Article Reference	VEGA 3264			
No. of Colors	3			
Width (+/–)	Overall	140cm (55”)	Usable	130cm (51”)
Repeat (+/–)	Vertical	38.00cm	Horizontal	43.00cm
Composition	56% Cotton 44% Polyester			
Weight (+/-)	645 GSM			
Abrasion Resistence	NA			
Usage	Decorative			
Care Instructions				

VEGA 3264



3263/01



3263/02



3263/03

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ORION

Botanical embroidery with refined vertical drama.

ORION is defined by floral embroidery arranged in thick vertical stripes, creating a decorative, architectural framing effect with a distinctly botanical spirit. The motif features intricate detailing, making it ideal for curtains and feature panels where the vertical rhythm elongates the space, while also working beautifully on cushions and accessories.

Keywords:

Floral embroidery, thick vertical stripes, botanical, decorative, intricate, curtains, feature panels, cushions.

Article Reference	ORION 3265			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	128cm (50”)
Repeat (+/–)	Vertical	39.00cm	Horizontal	32.00cm
Composition	66% Linen 34% Polyester			
Weight (+/-)	600 GSM			
Abrasion Resistence	NA			
Usage	Decorative			
Care Instructions				

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URSA

A delicate floral trail, embroidered for airy elegance and understated texture.

URSA features a delicate floral pattern that unfolds in a gentle, all-over trail, embroidered on a jute look base to create a refined surface with a light, decorative presence. From graceful curtains to refined cushions, wall panels and decorative accessories, URSA brings a calm botanical touch that layers beautifully into contemporary interiors and neutral-led schemes.

Keywords:
Floral embroidery, delicate, tonal elegance, subtle texture, decorative fabric, soft shimmer, curtains, cushions, wall panels, accessories.

Article Reference	URSA 3266			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	130cm (51”)
Repeat (+/–)	Vertical	41.00cm	Horizontal	32.00cm
Composition	34% Cotton 40% Linen 26% Polyester			
Weight (+/-)	926 GSM			
Abrasion Resistence	N/A			
Usage	Decorative			
Care Instructions				

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ZANIA

Chevron rhythms carve through an oversized ogee.

ZANIA is an oversized ogee pattern interpreted through chevron-led geometry and varied stitch work, creating a design-forward surface with plenty of dimensional character - strong from a distance, and richly textured up close. Designed for decorative applications, ZANIA delivers an elevated statement pattern that styles effortlessly into both contemporary and classic interior schemes.

Keywords:

Oversized, Ogee, chevron embroidery, geometric, bold, decorative application, design-forward.

Article Reference	ZANIA 3267			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	130cm (51”)
Repeat (+/–)	Vertical	38.00cm	Horizontal	41.00cm
Composition	92% Polyester 7% Linen 1% Viscose			
Weight (+/-)	817 GSM			
Abrasion Resistence	N/A			
Usage	Decorative			
Care Instructions				

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ASTRA

A confident interplay of shape, texture, and crafted detail.

ASTRA is an abstract geometric design built from triangles, circles, and squares arranged in an oversized layout for strong visual impact. Varied stitches add depth and rhythm across the motifs, while jute embroidery introduces a distinctly textured rustic character. Designed for decorative use, ASTRA brings modern shape language with earthy tactility for thoughtful interiors.

Keywords:
Abstract, geometric, oversized, varied stitches, jute embroidery, rustic character, decorative use.

Article Reference	ASTRA 3268			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	128cm (50”)
Repeat (+/–)	Vertical	79.00cm	Horizontal	62.00cm
Composition	50% Linen 15% Jute 1% Nylon 34% Polyester			
Weight (+/-)	645 GSM			
Abrasion Resistence	N/A			
Usage	Decorative			
Care Instructions				

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MIRA

A gentle rhythm of leaves flowing through elegant stripes.

MIRA is built around a vertical embroidered leaf pattern set over a striped base, creating a clean, elongated look for decorative curtains and cushions. The play of thick–thin stripes add a tailored rhythm, while the embroidery introduces a textured, design-led finish with a calm botanical character.

Keywords:
Vertical embroidery, botanical, striped base, thick-thin stripes, elongated look, decorative curtains, cushions.

Article Reference	MIRA 3269			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	140cm (55”)
Repeat (+/–)	Vertical	10.00cm	Horizontal	69.00cm
Composition	24% Cotton 16% Linen 17% Viscose 44% Polyester			
Weight (+/-)	447 GSM			
Abrasion Resistence	N/A			
Usage	Decorative			
Care Instructions				

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LIBRA

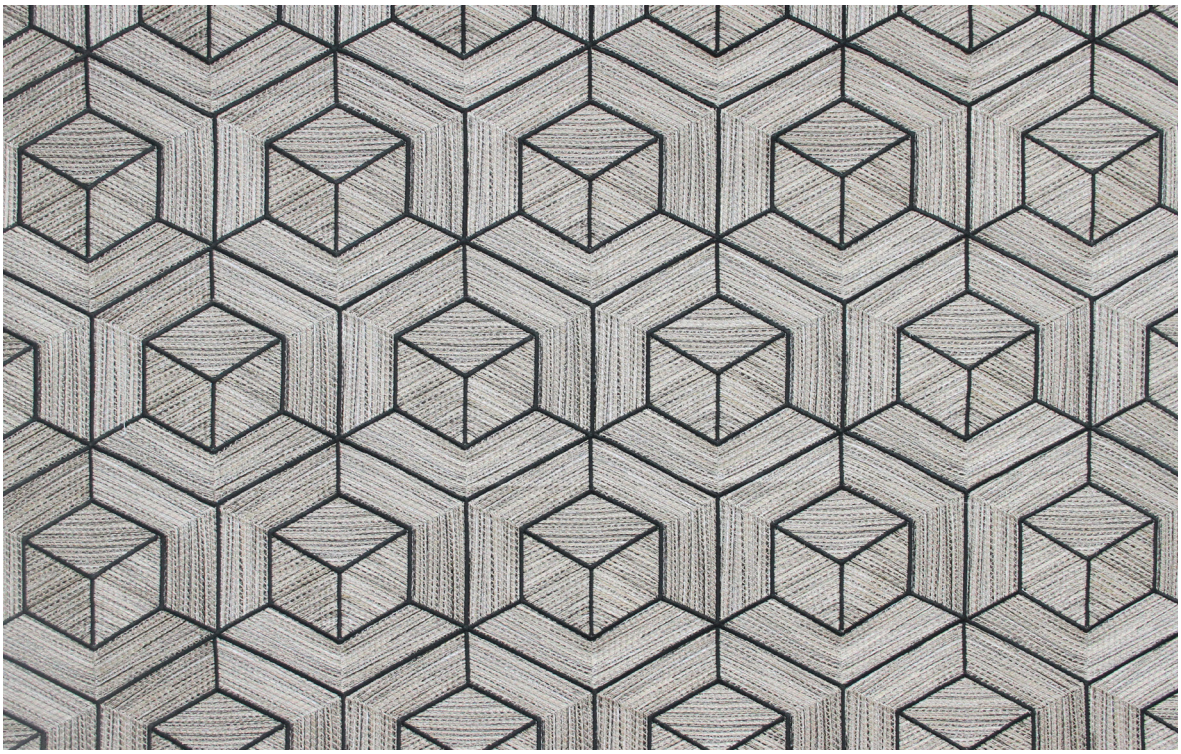
Concurrent curves crafted with character.

LIBRA features a geometric arch pattern in a rhythmic all-over repeat, built with varied stitches that create a confident, architectural feel. Designed for decorative applications, it offers structured patterning and tactile interest, while tonal variation adds depth when viewed from afar, making it ideal for contemporary interiors.

Keywords:
Geometric, arch pattern, all-over embroidery, varied stitches, tonal design, modern decorative.

Article Reference	LIBRA 3270			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	120cm (47”)
Repeat (+/–)	Vertical	20.00cm	Horizontal	20.00cm
Composition	93% Polyester 7% Linen			
Weight (+/-)	725 GSM			
Abrasion Resistence	N/A			
Usage	Decorative			
Care Instructions				

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POLLUX

A sculpted field of hexagons with depth and definition.

POLLUX is a geometric hexagon pattern executed with full coverage embroidery to create a richly textured and highly structured surface. A showstopper decorative fabric, POLLUX brings graphic order and tactile interest to contemporary interiors.

Keywords:
Geometric embroidery, hexagon pattern, full coverage, textured, showstopper, decorative.

Article Reference	POLLUX 3271			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	126cm (49”)
Repeat (+/–)	Vertical	39.00cm	Horizontal	25.00cm
Composition	38% Cotton 21% Viscose 41% Polyester			
Weight (+/-)	811 GSM			
Abrasion Resistence	N/A			
Usage	Decorative			
Care Instructions				

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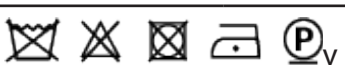


CAPELLA

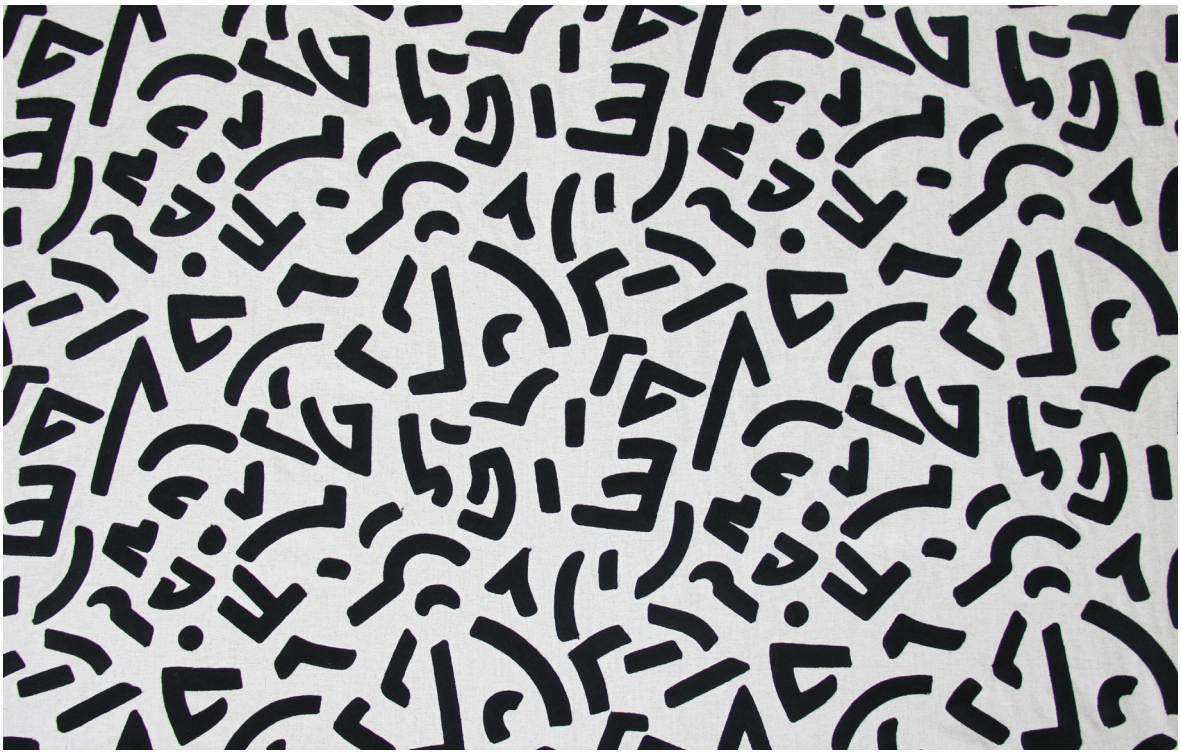
Petals painted in thread, evoking vintage charm.

CAPELLA captures a floral, handpainted look through all-over satin stitch embroidery, where mixed-colour stitching creates gentle shading and an artisanal, painterly effect. The result is a richly detailed, decorative surface with a romantic, vintage-inspired mood ideal for elevating cushions, curtains and accessories with soft elegance and crafted character.

Keywords:
Floral, hand-painted look, satin stitch, multitone embroidery, decorative, vintage-inspired, cushions, curtains, accessories.

Article Reference	CAPELLA 3272			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	128cm (50”)
Repeat (+/–)	Vertical	40.00cm	Horizontal	64.00cm
Composition	70% Linen 23% Viscose 7% Polyester			
Weight (+/-)	431 GSM			
Abrasion Resistence	N/A			
Usage	Decorative			
Care Instructions				

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ELECTRA

Bold forms meet contrast in a striking, expressive play.

ELECTRA features abstract shapes in an all-over composition, brought into focus through raised embroidery that gives the surface a sculpted, tactile depth. Delivering a contemporary statement with strong visual definition and a crafted finish, ELECTRA is ideal for accent curtains, cushions, and more.

Keywords:
Abstract shapes, raised embroidery, graphic, tactile surface, statement decorative, cushions, curtains.

Article Reference	ELECTRA 3274			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	130cm (51”)
Repeat (+/–)	Vertical	39.00cm	Horizontal	63.00cm
Composition	67% Viscose 17% Linen 16% Acrylic			
Weight (+/-)	532 GSM			
Abrasion Resistence	N/A			
Usage	Decorative			
Care Instructions				

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AQUILA

A floral statement, bold in scale and detail.

AQUILA features an abstract floral pattern built around oversized botanical motifs in chain stitch embroidery for a bold, modern statement. Ideal for decorative applications such as cushions, curtains, wall panels and accessories, AQUILA delivers contemporary floral impact with a tactile, design-led finish.

Keywords:
Abstract, floral, oversized motifs, chain stitch embroidery, bold, modern look, , statement decorative, cushions, curtains, wall panels, accessories.

Article Reference	AQUILA 3275			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	130cm (51”)
Repeat (+/–)	Vertical	78.00cm	Horizontal	63.00cm
Composition	83% Cotton 17% Acrylic			
Weight (+/-)	750 GSM			
Abrasion Resistence	N/A			
Usage	Decorative			
Care Instructions				

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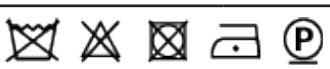


MEROPE

Ornamental damask with a soft, subtle glow.

MEROPE showcases an oversized damask with a distinctly ornamental, classic character, elevated through glossy embroidery that subtly reflects light as the fabric moves, shifting contrast for added richness. MEROPE brings timeless elegance to decorative applications across both contemporary and classic interiors.

Keywords:
Oversized, damask, ornamental, classic motif, statement pattern, glossy embroidery, decorative applications, contemporary.

Article Reference	MEROPE 3276			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	130cm (51”)
Repeat (+/–)	Vertical	38.00cm	Horizontal	42.00cm
Composition	65% Cotton 27% Viscose 8% Polyester			
Weight (+/-)	470 GSM			
Abrasion Resistence	N/A			
Usage	Decorative			
Care Instructions				

VFM DESIGN



MIRACH

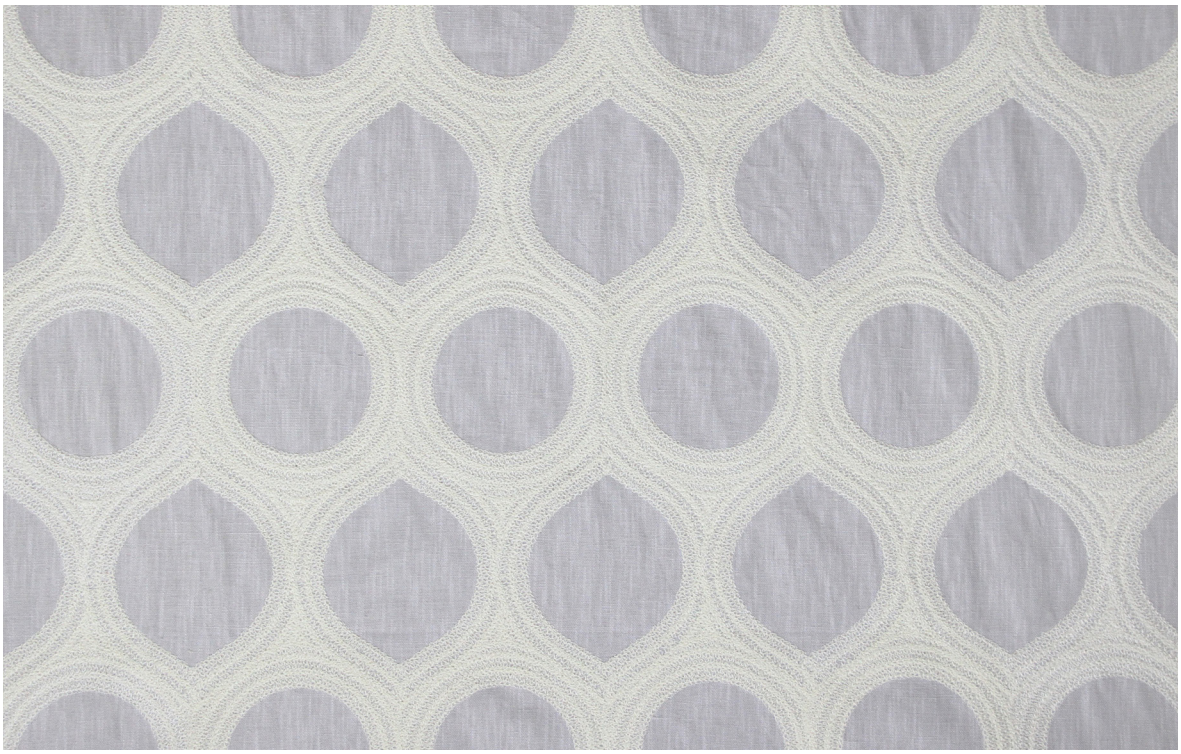
Classic ornamentation softened in tonal harmony.

MIRACH is a tone-on-tone, ornate damask pattern designed to bring a classic, elegant statement into decorative interiors, rich up close, composed from a distance. MIRACH offers timeless ornamentation in a versatile, design-led format that layers beautifully into both traditional and contemporary schemes.

Keywords:
Ornate damask, tone-on-tone, classic motif, decorative embroidery, ornamentation, traditional and contemporary schemes.

Article Reference	MIRACH 3277			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	128cm (50”)
Repeat (+/–)	Vertical	38.00cm	Horizontal	42.00cm
Composition	10% Linen 41% Viscose 49% Polyester			
Weight (+/-)	630 GSM			
Abrasion Resistence	N/A			
Usage	Decorative			
Care Instructions				

VFM DESIGN

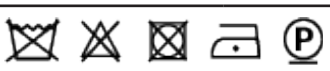


IZAR

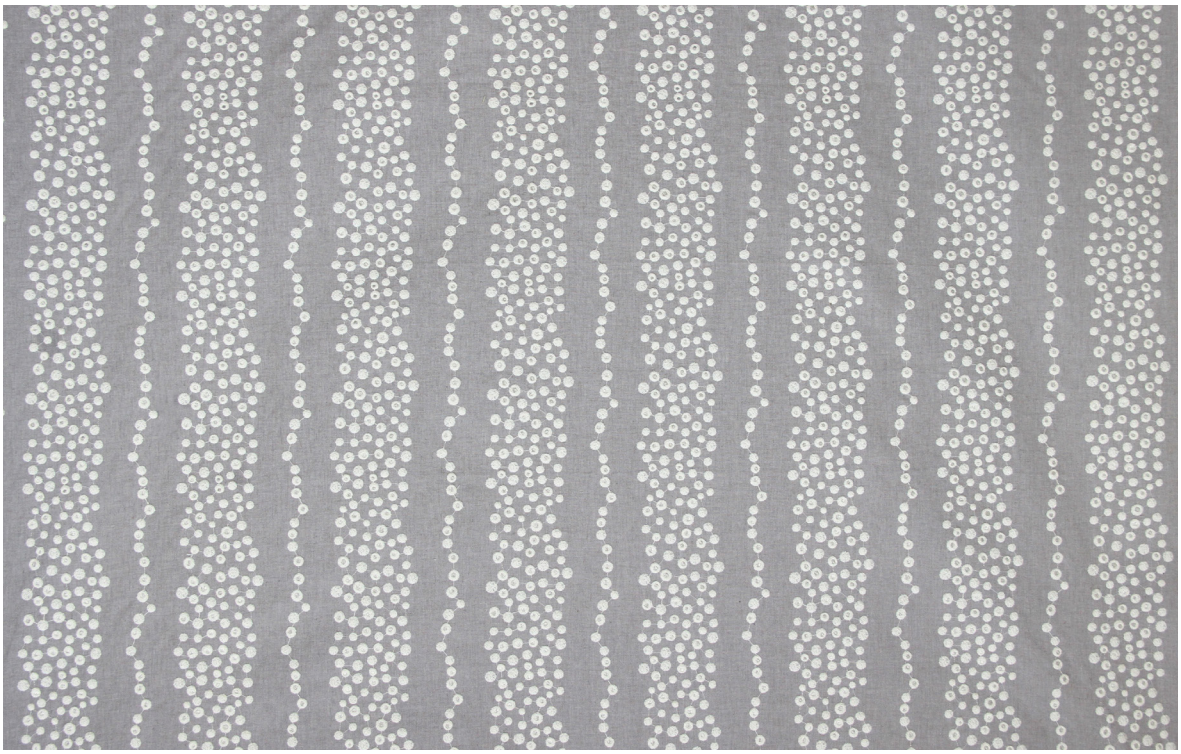
An ogee in motion, shaped by modern abstraction.

IZAR is designed around an oversized ogee pattern interpreted through abstract embroidery for a distinctly modern, bold look. With its decorative character, IZAR is ideal for cushions, curtains, wall panels and accessories, bringing structured pattern and contemporary energy into expressive interiors.

Keywords:
Oversized ogee, abstract embroidery, modern, bold, graphic, textured, contemporary decorative, cushions, curtains, wall panels, accessories.

Article Reference	IZAR 3278			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	126cm (49”)
Repeat (+/–)	Vertical	39.00cm	Horizontal	21.00cm
Composition	29% Cotton 34% Linen 37% Polyester			
Weight (+/-)	950 GSM			
Abrasion Resistence	N/A			
Usage	Decorative			
Care Instructions				

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POLARIS

A rhythmic trail of dots, inspired by starlit paths.

POLARIS is defined by irregular, thick dotted stripes, highlighted with silver zari threads, to create a flowing vertical rhythm with a crisp, modern edge. Versatile across decorative applications, POLARIS brings graphic movement and refined shimmer, subtly echoing its namesake, guiding the eye with a clean, directional flow.

Keywords:
Irregular, thick stripes, dotted, silver zari, vertical rhythm, decorative applications, directional.

Article Reference	POLARIS 3279			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	128cm (50”)
Repeat (+/–)	Vertical	20.00cm	Horizontal	16.00cm
Composition	75% Polyester 14% Cotton 8% Linen 3% Zari			
Weight (+/-)	600 GSM			
Abrasion Resistence	N/A			
Usage	Decorative			
Care Instructions				

VFM DESIGN



GINA

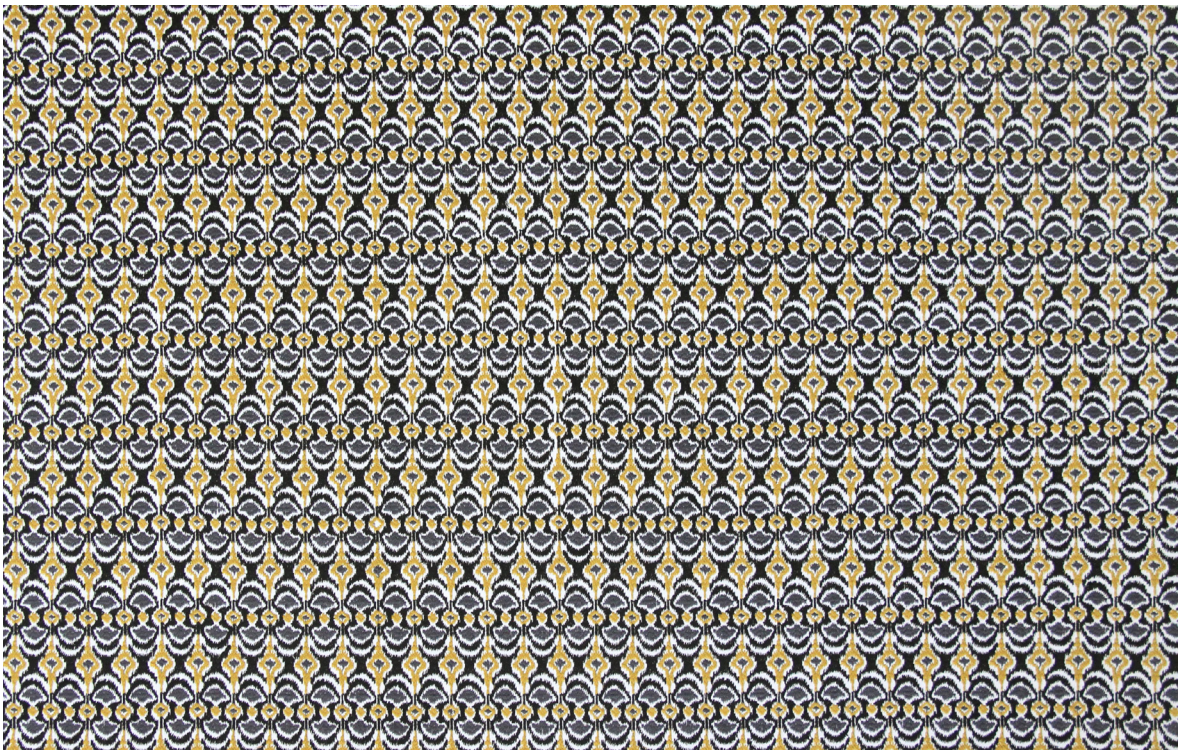
A bold damask brought to life with expressive stitchwork.

GINA features an oriental damask in an oversized vertical layout, creating a strong sense of height, rhythm, and classic ornamentation. Set on a dark base, the embroidery delivers confident contrast and a richly decorative presence. Ideal for statement pieces, GINA brings heritage-inspired elegance with an architectural, modern edge.

Keywords:
Oriental damask, oversized, vertical, ornamental, expressive stitchwork, decorative, bold contrast, dark base.

Article Reference	GINA 3280			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	128cm (50”)
Repeat (+/–)	Vertical	39.00cm	Horizontal	64.00cm
Composition	76% Polyester 15% Cotton 9% Linen			
Weight (+/-)	565 GSM			
Abrasion Resistence	N/A			
Usage	Decorative			
Care Instructions				

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ALTAIR

Where sketchy abstraction meets graphic tribal expression.

ALTAIR delivers an ikat-inspired statement with a tribal pattern that feels ethnic in its visual language. The embroidered execution adds a textured, crafted surface, while the motif's sketchy look keeps the design energetic and contemporary. Suitable for decorative cushions, curtains, wall panels etc., ALTAIR brings a confident, heritage-inspired character into modern interiors.

Keywords:
Ikat inspired, tribal pattern, ethnic, decorative, sketchy look, cushions, curtains, wall panels, heritage-inspired.

Article Reference	ALTAIR 3281			
No. of Colors	1			
Width (+/–)	Overall	140cm (55")	Usable	130cm (51")
Repeat (+/–)	Vertical	10.00cm	Horizontal	4.00cm
Composition	50% Cotton 50% Polyester			
Weight (+/-)	620 GSM			
Abrasion Resistence	N/A			
Usage	Decorative			
Care Instructions				

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DRACO

A confident play of scale, stitch, and structure.

DRACO is an abstract geometric pattern designed at an oversized scale for confident visual impact. Crafted with the graphic chain stitch embroidery, it develops a richly textured surface making it ideal for decorative applications such as cushions, curtains, wall panels and accessories.

Keywords:
Abstract, geometric, oversized, chain stitch embroidery, graphic, decorative statement, cushions, curtains, wall panels, accessories.

Article Reference	DRACO 3282			
No. of Colors	1			
Width (+/–)	Overall	140cm (55”)	Usable	128cm (50”)
Repeat (+/–)	Vertical	39.00cm	Horizontal	62.00cm
Composition	68% Cotton 26% Polyester 6% Acrylic			
Weight (+/-)	852 GSM			
Abrasion Resistence	N/A			
Usage	Decorative			
Care Instructions				

VFM DESIGN

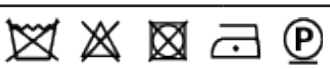


ALEXANDRIA

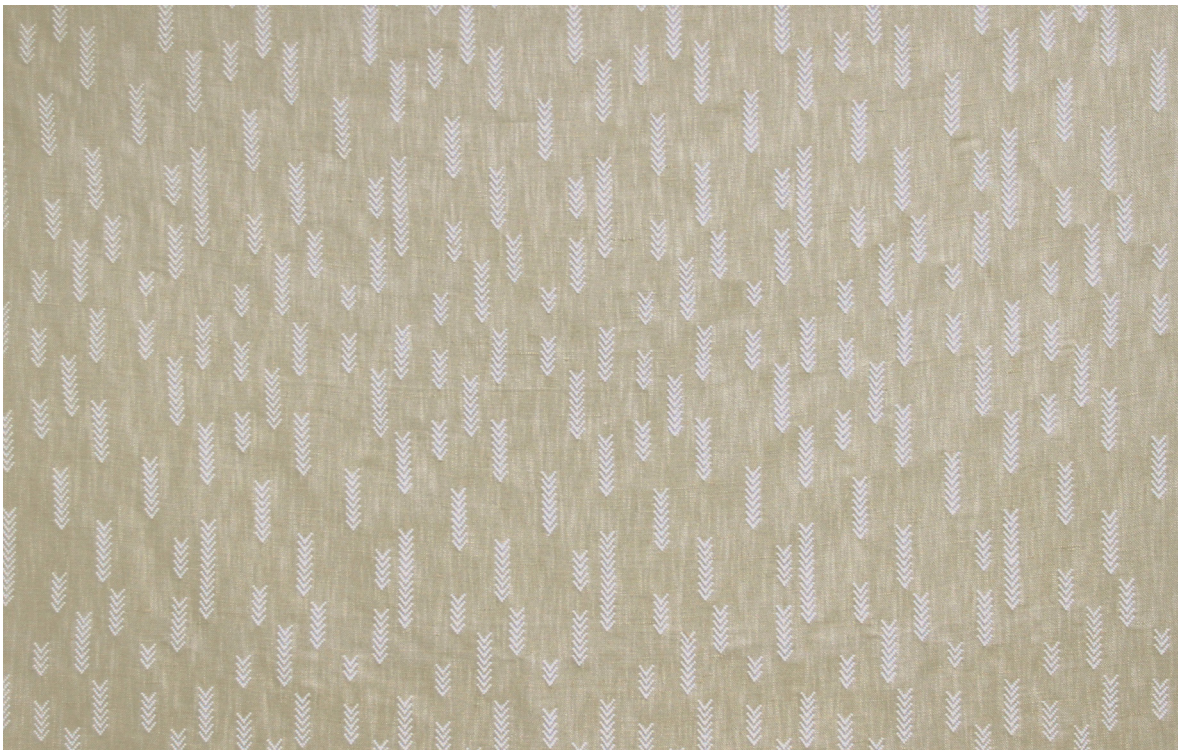
An embroidered ode to geometry and grace.

ALEXANDRIA redefines decorative textiles through intricate embroidery on a cotton base. Its layered, broken chevron and geometric motifs evoke architectural artistry, blending texture and dimension in every thread. Perfect for cushions and drapery, this fabric adds a touch of opulence and global sophistication to refined interiors.

Keywords:
Embroidered, geometric pattern, cotton base, decorative fabric, architectural.

Article Reference	ALEXANDRIA 3245			
No. of Colors	1			
Width (+/–)	Overall	138cm (54”)	Usable	126cm (49”)
Repeat (+/–)	Vertical	36.50cm	Horizontal	41.00cm
Composition	48% Cotton 19% Viscose 33% Polyester			
Weight (+/-)	720 GSM			
Abrasion Resistence	N/Av			
Usage	Decorative			
Care Instructions				

VFM DESIGN

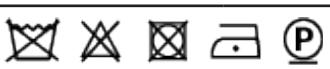


SAGITTA

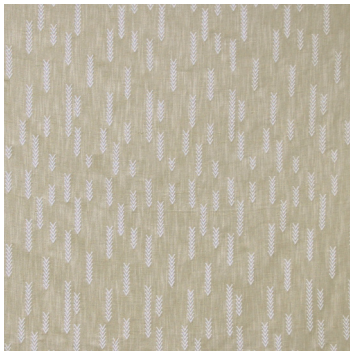
A quiet choreography of arrows and rhythm.

SAGITTA features arrow-like motifs arranged in a scattered, all-over layout, creating a clean, modern sense of movement. The embroidered execution adds subtle relief and definition, perfect for decorative curtains and accent cushions. SAGITTA brings directional rhythm and contemporary texture, designed to translate seamlessly across its 8 versatile color options.

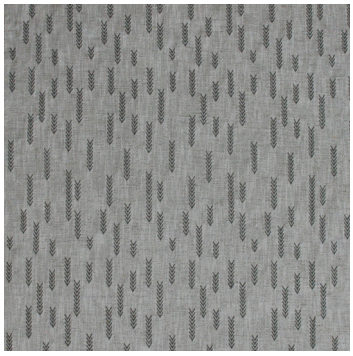
Keywords:
Arrow-like motif, scattered, all-over pattern, contemporary, decorative, 8 colors, movement, clean, modern.

Article Reference	SAGITTA 3284			
No. of Colors	2			
Width (+/–)	Overall	140cm (55”)	Usable	130cm (51”)
Repeat (+/–)	Vertical	39.00cm	Horizontal	21.00cm
Composition	36% Cotton 52% Linen 12% Polyester			
Weight (+/-)	680 GSM			
Abrasion Resistence	N/A			
Usage	Decorative			
Care Instructions				

SAGITTA 3284



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