



## PRESS RELEASE

FEILER Design of the Year 2019

### RED POPPY: Softness and Passion

The RED POPPY is a true eye-catcher and is widely considered to be the perfect flower to usher in summer. You know the brightest, warmest season of the year has arrived the moment the scarlet red blossoms of the poppy appear. Inspired by this summery theme, FEILER – the world’s leading manufacturer of genuine patterned chenille and fine terry with chenille borders for bath and living – is introducing its RED POPPY pattern and honouring it with its “Design of the Year 2019” award. These textiles leave nothing to be desired and create a warm, summer feeling – in your own home or as a gift.

Hohenberg an der Eger, March 2019

#### PASSION: RED POPPY – The perfect flower to usher in summer

The designs in the PASSION collection blend luxurious patterns with premium quality. This year FEILER is crowning its PASSION collection with bold colour accents. The RED POPPY design’s scarlet red sparks the colour of passion and pairs it with lightness and elegance. FEILER is embracing this summery theme and dedicating its Design of the Year 2019 award to RED POPPY.

#### RED POPPY – Sizes and prices

Hand towel 50 x 100 cm, SRP: €49.90 | Shower towel 75 x 150 cm, SRP: €109.90 | Bath sheet 150 x 100 cm, SRP: €139.90 | Face cloth 30 x 30 cm, SRP: €12.90 | Guest towel 37 x 50 cm, SRP: €22.90 / 37 x 80 cm, SRP: €33.90 | Bathrobe in gift box with belt, sizes XXS – L, SRP: €549.00, sizes XL – XXL, SRP: €579.00 | Cushion cover 40 x 40 cm, SRP: €69.90 | Cushion cover 70 x 50 cm, SRP: €139.90 | Summer plaid 150 x 250 cm, SRP: €369.90

#### Genuine FEILER luxury chenille – exclusive & extraordinary

FEILER luxury chenille is the only textile of its kind worldwide: The design of the fabric is identical on both sides and is produced using an elaborate and unique weaving process. It is characterized by its unsurpassed colour variety, pleasantly soft touch and high absorbency. Always aware that our products come into direct contact with your skin, we make sure to purchase only top-quality treated cotton yarns from reliable suppliers, certified according to STANDARD 100 by OEKO-TEX®. The

Press Contact:

Riegg & Partner GmbH, Franziska Jäger, Kulmbacher Straße 38-40, 95512 Neudrossenfeld, Germany

Phone: +49 9203 / 996-50, email: jaeger@riegg.com



company was established in 1928 and manufactures its products solely at its location in Hohenberg an der Eger in Upper Franconia, Germany.

[www.feiler.de/en](http://www.feiler.de/en)

[www.feiler-blog.de](http://www.feiler-blog.de)

[www.facebook.com/feiler.de](http://www.facebook.com/feiler.de)

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