

SV

SAUM & VIEBAHN



LOOKBOOK 2025

Creative Journey

A voyage around the world, experienced from the comfort of your own home. The textile innovations from Saum & Viebahn will not spark a yearning for faraway places. Patterns and colours influenced by tradition and culture come together to create an exciting mix in a trendy Ethno-Style.

Elegance, style and value are making a new comeback in interiors. Extravagant design, glossy surfaces and high-quality materials are combined in an exciting way to create a splendid look without compromising on cosiness. The Eternal Beauty trend theme brings all this together.



Three pillows are arranged on the daybed: a dark brown velvet pillow on top, a light beige linen pillow in the middle, and a light beige linen pillow on the right side.

A stack of books and a bowl are placed on the rug. The books are titled "STARCK", "Frank Lloyd Wright", and "LACRÉN". The bowl is a light-colored ceramic bowl.



MINERAL. SUMBA.
CUSHION: MOTION.

Lively effects





OAT. MATATA.
CUSHIONS: LINE UP. COVER.



MINERAL



Harmonious and modern

AKELA creates great accents in the room and offers not only a particularly wide range of species but also a wonderful variety of colours.





AKELA





AKELA.
CUSHIONS: SAVANNA. KARAT. COVER.





DARLING - SIRA
CUSHIONS: SAMBIA, SERENGETI, MOTION

Lines rich in contrast

A clear and striking line design sets the rhythm for the floor-to-ceiling HAKUNA Scherli and draws the eye. Contrasting colours stand out against the woolen base fabric and create depth and tension.









Metallic lustre effect

The floor-to-ceiling sheer ALLURE features an abstract, linear motif and plays with an exciting matt-gloss effect thanks to the use of cotton and reflective elements.



ALLURE.
CUSHIONS: NOVEL. RAIL. KARAT.





OAT.
CUSHIONS:
COVER.
CORD.
KARAT.



Linen fabric OAT impresses with its fine transparency and characteristic, elegantly crinkled look.

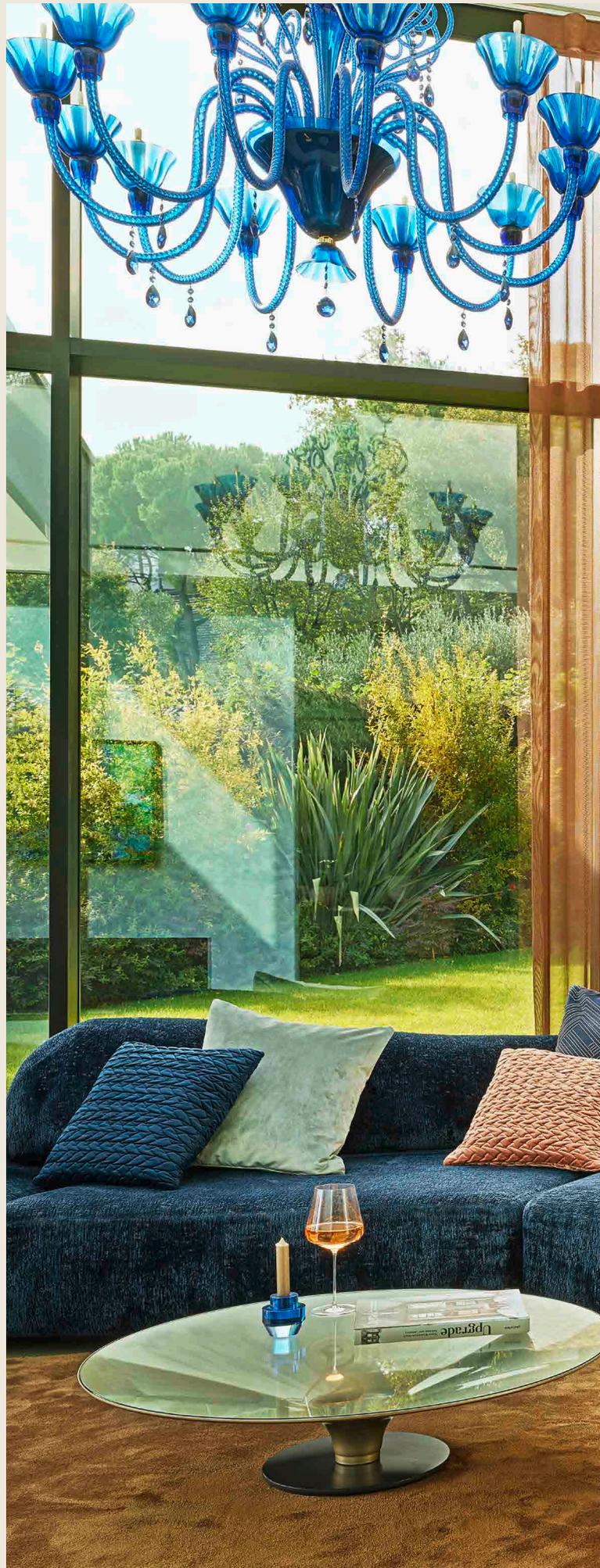


POWER. SAFRAN FR.
CUSHIONS: ARTE. CORD. KARAT.
POUF: CORD.



Exquisite embroidery

The embroidered sea of flowers made of subtly shiny viscose yarn radiates extravagance and style on VOGUE.





PISA. VOGUE.
CUSHIONS: VELLUTO. FRAME. KARAT.



FRAME



Geometric shapes and clear lines make a statement in the room with Jacquard FRAME. Overlapping individual contours and surfaces give the striking, linear design a clear aesthetic, while the satin weave in the background lends the fabric a subtle lustre.





Brilliant prospects

Decorative fabric NOVEL is adorned with numerous small dots that are superimposed over a finely shimmering satin weave. From a distance, the spatial effect of this elegant decorative fabric changes and becomes an exciting all-over structure.





NOVEL





Modern nonchalance

NICE is made from an exciting combination of coarse and fine flame-retardant yarns and surprises with its technical composition.



NICE







WHISPER. MARBLE.
CUSHION & POUF: SAVANNA.





Timeless all-rounder

The decorative fabric REFUGIUM FR is reminiscent of silk and impresses with its elegance and easy processing in all areas. With an optimised fabric handle and drape, the new article leaves nothing to be desired and impresses as a flame-retardant all-rounder.



REFUGIUM FR
CUSHIONS: CORD. KARAT











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