

PRESS RELEASE

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WELCOME TO TOYTOWN: ZITOTZZA'S PLAYFUL TAKE ON STRIPES AND CHECKS FOR SUMMER INTERIORS

- SHOWCASED AT CLERKENWELL DESIGN WEEK 2025

Zitozza unveils TOYTOWN, a bold and playful summer collection designed to bring a burst of joy into contemporary interiors. This collection leans into the timeless appeal of stripes and checks – reimagined through Zitozza's modular, architecture-inspired block printing system to create patterns that capture a childlike curiosity with a rustic, grown-up depth.

Created using just three printing blocks, TOYTOWN is a demonstration of Zitozza's philosophy: limitless creativity through structured simplicity. The collection's rich colour palette and the signature architectural elements can be seen influenced by vintage sunbeds and scorching summer afternoons. With a selection of rugs, cushions, and lampshades, these pieces introduce a joyful yet sophisticated, tactile accent - perfect for contemporary holiday homes and relaxed, sunlit spaces.

As with all Zitozza collections, TOYTOWN is hand block-printed onto sustainable materials, celebrating both craftsmanship and conscious design. The human touch in every print ensures that no two pieces are exactly the same, lending a hand crafted depth and tactility that mass produced textiles simply cannot replicate.

TOYTOWN will debut at Clerkenwell Design Week, alongside the brand new RAJZ tileset and other modular block-printed textiles showcasing how a simple set of modular printing blocks can produce an infinite variety of dynamic patterns - providing a tool for architects and interior designers to experiment and create entirely tailor-made prints for their projects.

Visit stand G3 at Platform and play with our patterns - witness the full versatility of hand-block printing and see how modular patterns can transform modern interiors.

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NOTES TO EDITORS:

CLERKENWELL DESIGN WEEK, ACROSS EC1 LONDON, 20 - 22 MAY 2025

WEBSITE: clerkenwelldesignweek.com
INSTAGRAM: @clerkenwelldesignweek | **TWITTER:** @cdwfestival | **FACEBOOK:** @clerkenwell.design.week
HASHTAG: #CDW2025

PRESS REGISTRATION: <https://www.clerkenwelldesignweek.com/pr-registration>

VISITING INFORMATION:

- Visitors can register for their FREE festival passes now - <https://www.clerkenwelldesignweek.com/2025-registration>
- All visitors require a visitor badge to access the exhibition venues and showroom events.