



SEGMENT

PRESS RELEASE



SEGMENT

RECYCLED PRINTS

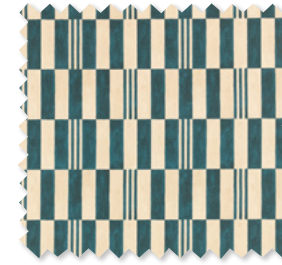
Segment is a fun, creative collection of hand-painted graphics in a multitude of colours, digitally printed onto 100% recycled cotton from the fashion industry.

The designs were originally hand-painted using watercolours giving the prints a softer, organic edge, while an expressive palette of playful yet on-trend colour combinations find balance with classic neutral shades.

SUSTAINABLE NOTES

Using recycled cotton reduces the number of raw materials needed to make new fabrics, helping to conserve natural resources. It also reduces the amount of waste that goes into landfill, and as recycled cotton is often made from high-quality, pre-consumer waste the cloth is just as soft and durable as regular cotton.

All designs have been pigment printed, pigment dyes are more eco-friendly than traditional printing as the water used in the dye is constantly recycled and no harmful chemicals are used.



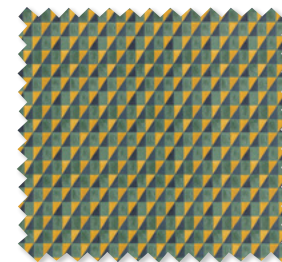
CHECKERBOARD RECYCLED

Printed 100% Recycled Cotton
6 Colours
100% recycled cotton



CRAYON RECYCLED

Printed 100% Recycled Cotton
3 Colours
100% recycled cotton



SEGMENT RECYCLED

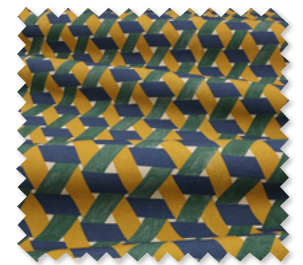
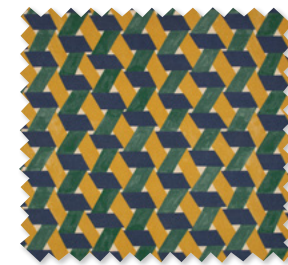
Printed 100% Recycled Cotton
6 Colours
100% recycled cotton





STARS RECYCLED

Printed 100% Recycled Cotton
6 Colours
100% recycled cotton



TWIST RECYCLED

Printed 100% Recycled Cotton
5 Colours
100% recycled cotton





CUSHIONS



**Stars
Natural**

KDC5309/03

60cm x 60cm (23.5" x 23.5")
Cover: Printed 100% Recycled Cotton



**Stars
Macchiato**

KDC5309/05

60cm x 60cm (23.5" x 23.5")
Cover: Printed 100% Recycled Cotton



**Checkerboard KDC5306/04
Terracotta**

30cm x 60cm (11.75" x 23.5")
Cover: Printed 100% Recycled Cotton



**Checkerboard KDC5306/05
Pistachio**

30cm x 60cm (11.75" x 23.5")
Cover: Printed 100% Recycled Cotton



**Checkerboard KDC5306/01
Natural**

30cm x 60cm (11.75" x 23.5")
Cover: Printed 100% Recycled Cotton



**Checkerboard KDC5306/06
Monochrome**

30cm x 60cm (11.75" x 23.5")
Cover: Printed 100% Recycled Cotton



ABOUT KIRKBY DESIGN

Led by Brand Director, Jordan Mould, influential British interiors brand, Kirkby Design, has a contemporary and sometimes playful approach to innovative design and colour. Creating distinctive textiles from its in-house studio in London, Kirkby Design has also pioneered unique collaborations including the successful Underground collection with Transport for London and with the iconic fashion brand, Eley Kishimoto.

Kirkby Design is part of The Romo Group, a family run business in its fifth generation. The range is available worldwide through an extensive network of selected interior designers and retail outlets.

Please contact us for price information, samples and images, we are also happy to arrange interviews and offer expert commentary from our designers.

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