

## Press Release

### **Design collaboration: Erismann Wallpapers and ELLE DECORATION have created an exclusive wallpaper collection**

**Breisach, 29 October 2020.**

ELLE DECORATION stands for stylish living, sophisticated interior design and international interior design trends. This successful publication is considered by exalted interior design circles to be the fashion magazine par excellence. It has been setting trends and providing a source of inspiration for millions of, predominantly female, readers for 30 years. The first ELLE DECORATION wallpaper collection from Erismann is now to make its debut. The result is a varied collection of inimitable elegance combined with a high technical quality that reveals a passion for wallpapers.

#### **The perfect match: Erismann Wallpapers and ELLE DECORATION**

Erismann and Lagardère Active Enterprises (part of the French Lagardère Group) are proud to announce that they have signed a licensing agreement for the ELLE DECORATION brand. The exclusive range of wallpapers will be available in around 40 European countries and worldwide from the beginning of 2021.

This collaboration sees over 180 years of German wallpaper tradition come together with an unrivalled feel for exclusive and trendsetting style collections. "This passion unites us and may well be the recipe for our collaborative success. We are very proud to produce this expressive collection of wallpapers alongside the internationally recognised lifestyle brand ELLE DECORATION. The magazine regularly features the most beautiful interior design trends from around the world: thanks to the ELLE collection, this same style can now be experienced by everyone, in their own home", explained Erismann Managing Director Dietmar Everding.

#### **Elegant, stylish, inspirational: Wallpaper design at its finest**

The ELLE DECORATION collection brings together seven expressive designs with the aim of providing inspiration for a stylish home. One of the many highlights is the luxurious marble motif that interprets the characteristic structure of the fashionable stone in impressive style. The graphic themes of the collection are expressive and unique: These include cylinders with a sculptured effect, artistically composed circles and an impressive 3D motif. The ELLE collection is completed by a feminine floral design that revels in baroque beauty. Majestic ornamentation rounds off the collection. The stylish character of the design collection is emphasised by the refined, harmonious colour spectrum and the gentle tones, as well as by powerful and visionary colours.

Attractive plain wallpapers complement the seven styles. The colour spectrum extends from seductive sandy, ochre and grey tones through to striking colours such as midnight blue, dark green and glamorous gold.

The collection will be available for retail from the fifth week of 2021.

## ELLE DECORATION – *wallpapers with passion!*

The wallpapers are manufactured in the main factory in Breisach in Baden. With the "Made in Germany" seal, Erismann guarantees the highest quality standards and a sustainable production process.

In total, the collection features 42 items.

An overview of the whole collection is available on the Erismann homepage at [www.erismann.de](http://www.erismann.de).

Comprehensive marketing materials and collection texts and images are available for retailers from the Erismann retailer portal [www.erismann.de/de/haendlerportal](http://www.erismann.de/de/haendlerportal).

### **About ELLE DECORATION and Lagardère Active Enterprises:**

With 25 editions and 8 million readers worldwide, the ELLE Décoration/ELLE Décor magazine is the reference in the interior design world, just like ELLE is the milestone in Fashion in the world. That special ELLE Décoration spirit of blending the beautiful and useful with aspiration and inspiration has been developed into a collection of licensed products worldwide distilling the unique ELLE Parisians' Lifestyle. This way of life is made of inspirational, original and international eclecticism, making each idea a fresh mix of fantasy & everyday knowledge, modesty & luxury.

Lagardère Active Enterprises is the dedicated business unit that runs the non-media brand extension worldwide inside of the Lagardere Group, the owner of the ELLE brand and derived.

ELLEtm is a trademark owned by HACHETTE FILIPACCHI PRESSE SA, Paris, France.

### **About Erismann:**

Founded in 1838, Erismann & Cie. GmbH is by far one of the most traditional companies in the wallpaper industry. For over 180 years, it has been creating visionary products that are marketed all over the world. The international team of designers creates wallpaper designs and materials to the latest design and colour trends.

In 2019, the Erismann Group had a team of approximately 550 employees worldwide. In addition to the production facilities at its head office in Breisach, since 2003 it has also had a further modern production site in Voskresensk near Moscow, from where the entire Eastern European region is provided with wallpaper. The group also includes a distribution company in Strasbourg in France and a sales office in the UK. The export share is approx. 55% across 70 countries around the world. In total, Erismann & Cie. GmbH achieves annual sales in excess of € 100 million.

At Erismann, there is a particular focus on environmental protection and sustainability. Almost all Erismann & Cie. GmbH wallpapers are phthalate-free, RAL-tested, and carry the European "Indoor Air Comfort" certificate. The print colours used are all water-soluble. In 2015 the company was certified to DIN EN ISO 50001:2011 in line with its energy management system.

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