



arena launches The Aquarius Collection



Romans & Curtains



Roller Blinds



Vertical Blinds

INSPIRED • INVENTIVE • CREATIVE

Welcome to the dawn of a new era for arena



As we unveil our brand new Aquarius collections of Roman blinds & Curtains, Rollers and Verticals, Sarah Quilliam, head of product design, tells us about the inspiration behind them and why she thinks they will be a big hit with your customers.

“Inspired, inventive and creative” is the tagline we’ve come up with for the Aquarius Collections; the ranges are a directional mix of on-trend and design-led fabrics, many of which are exclusive to arena, and the presenters have been cleverly and creatively crafted to show off the designs to their best advantage.

Identifying the trends that are coming through into mainstream interiors is part of the day-to-day job of our product team at arena HQ. They visit the most influential textile shows throughout Europe and the Far East and consult trend advisors to make sure that we put together ranges with both current and future trends in mind and they reflect what’s happening elsewhere on the high street.

We understand the importance of delivering exciting fabrics and colour palettes that make it easy for customers to pull together a stylish and co-ordinated look. We believe that The Aquarius Collection ticks all those boxes.

For more information please email us at marketing@arena-blinds.com



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The Aquarius Collections

a one-stop-shop for your window dressing needs

We can't begin to tell you how much time, consideration and debate goes into creating each of our presenters! From the colour of the book cloth for each of the collections, to the optimum layout of the fabrics and choice of photography, it's a labour of love – and the cause of a few sleepless nights! As many people prefer to choose by colour, the fabrics are displayed by colour palette.

In our Romans & curtains presenter patterns, plains and semi plains are grouped together to help the customer see how blinds, curtains and accessories such as cushions, can create a co-ordinated look. And the fabric swatches are now larger to help show the design off to its best advantage.

And this is all backed up with lots of lovely new Inspirational photography on each divider card.

“It's one for all and all for one! Individually each presenter has great shelf appeal and stand out. But as a trio, like the Three Musketeers, they are even stronger!”



Aquarius Romans & curtains

Overview

While neutrals will always have their place, we're finding that interior styles are becoming more individual and consumers are introducing more colour and personality into their homes. This is reflected in our Aquarius Roman and curtain fabrics collection which is jam-packed with rich, bold and contemporary colours, a real variety of statement prints, from ever popular Scandi style to fantastic florals, geometrics and a modern twist on traditional damasks. Look out also for Hayford FR, a textured plain FR fabric that's available in a choice of 10 colours – ideal for contract use.



A lovely design that picks up on the theme of botanical style drawings featuring butterflies and florals.

Botanical Garden Sage Roman Blind, Margot Fresh Cream Curtains

A beautiful modern damask design, this fabric drapes beautifully and looks stunning in a traditional or contemporary setting.



Anatolia Grey Curtains

How the Aquarius Romans & Curtains collection will benefit your business...

- 162 fabrics, all of which are available as made-to-measure Roman blinds and curtains, cushion covers, valances and tie-backs. It's so simple for customers to create a co-ordinated look in their homes.
- Over half of the fabrics are exclusive to arena and all are available by the metre
- The latest colour palettes are included (Teal, fresh Chartreuse Green, Charcoal, Mocha) along with timeless favourites such as Ivory and Red
- Great choice of contemporary and design-led fabrics. Home interior trends have been taken into account so that the fabrics will co-ordinate with the styles reflected in other home interior, furniture and homewares on the market
- A simple pricing structure with fabrics grouped into only 4 price tables
- Fabulous new presenter style. Covered in a sophisticated and hardwearing buckram bookcloth in eyecatching teal with sturdy leather handles. A double opening mechanic shows up to 20 fabrics in one view
- Larger sample pieces arranged in attractive waterfalls help show the patterns and designs to best effect

- Inspirational photography throughout to inspire your customer and to help show how the fabrics will look once made into blinds or curtains. Photography shows combinations of fabrics as Romans and curtains so that customers can see how a co-ordinated look could be pulled together
- On its own this book really stands out in the crowd! When combined with the Aquarius Collection books for Roller blinds and Vertical blinds, the trio really have the power to grab everyone's attention in your shop or showroom. The Aquarius Collection really is the one-stop-shop for all your blinds and curtains



A traditional English country look created with florals and a co-ordinated stripe.

Emmy Spring Roman Blind, Ingrid Spring Curtains

Aquarius Rollers collection

Overview

Mouthwatering brights, perfect prints from geometrics to paisley, sensational sheers and a whole host of exclusive quirky fabrics, give a modern retro nod to the Aquarius Roller blinds collection.

Upbeat and vibrant, Vibe is a new range of intensely coloured plain fabrics which reflect this year's trend for punchy colours.

Prints are also a strong feature of the collection with a huge variety of designs, textures and themes to choose from and fabrics with lustre, sheen and sparkle add glamour and a rich luxe feel.

A fine selection of poles and finials gives the perfect finishing touch along with an updated range of sophisticated, luxurious braids, including sequins, and fun pom pom trims!

All our rollers will also now be available with a matching valance option.

Customers are always asking us for more red so we've also added a large red section with lots of fabulous designs that will work in every room in the house.



Acacia Dawn Grey Roller Blind with Sequin Braid



Illusions Green Roller Blind

How the Aquarius Roller blinds collection will benefit your business....

- A whopping 281 fabrics - 179 new
- Introducing Radiant, a new range of 21 flame retardant fabrics
- Vibe is a new plain fabric range featuring 21 vibrant fashion-led colours including an intense red, black and a bright white
- We've added new colours to our popular Acacia range which now features 26 fabrics
- There are now 22 colours in the Memphis blackout range
- **PVC** - 12 fabrics
- **Teflon** - fabrics available in 5 colours
- The book is presented by colour way, with co-ordinating plain fabrics throughout – easier for the customer to shop and find what they are looking for. Elements and the plain colour section are presented at the back of the book.
- **New loop braid** - 26 colours, along with 6 wide braid options and 2 sequin braid options. Pom pom braid in 6 colours

- **New valance roller blind**

This is a head rail which the roller blind fits into. A strip of fabric matching the blind is inserted into the valance and attached to the front of the headrail. The roller mechanism and barrel are neatly concealed. Available across the complete range of roller fabrics, if this option is selected the blind automatically comes with matching fabric for the valance. Easy to fit, especially in a recess and the headrail allows the fitter to fix as a top fix.



- **New range of pulls** – 17, including braided, wooden and crystal
- **New range of mix and match poles and finials** - the customer can create their own look, Step 1 select your pole colour from a choice of three. Step 2 select your finial from a choice of 13
- **Blackout** – 9 designs, plus 7 designs with children in mind. Also 22 Memphis colours



Willersley Graphite Roller Blind

Aquarius Verticals collection

Overview

We've really upped the ante in the style stakes with a fabulous collection that combines great functionality with chic appeal. Almost half of the fabrics in this 225 strong range are new with contemporary prints, bold colours, and interesting weaves and a larger selection of plains, adding the wow factor to windows.



Loop Line Silver Vertical Blinds

How the Aquarius Verticals collection will benefit your business....

- 225 fabrics, 93 of which are new
- New exclusive printed designs
- New exclusive jacquard designs
- Extensive neutral and mono chrome section
- A choice of 26 Acacia colours
- A choice of 12 colours with flame retardant stitchbond, 6 of which have a pearlescent backing to reflect sunlight
- The collection is presented by colour to make it easier for the customer to choose



Memphis Raspberry Vertical Blinds