

St GENÈVE

# HORIZONS

SPRING / SUMMER 2021

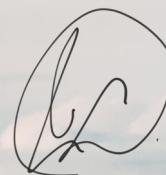


# ...TO NEW HORIZONS

2021 is a year that promises many new, exciting changes. Among those changes at St. Genève, is the introduction of our new creative director: Lossen Zimmerman.

We are delighted to have Lossen on our team: she is a beacon of energy, style, and passion for textiles.

We look forward to a bright future together!

A stylized, handwritten signature in black ink, consisting of a large, circular loop followed by a smaller, more complex flourish.

Michael de la Place  
Founder

I am proud to present you with my first collection as the new creative director of St. Genève! It was a fun challenge for me to step into the role, discover the Horizons fabrics, and bring a touch of my own sensibility to the styling of this collection.

You will notice horizontal lines throughout the collection, and we wanted to explore new horizons as we navigate through this 'new normal.' I am excited to be on this journey with you, as we look forward to the future with hope, embracing new horizons, new opportunities... and new fabrics!

May you find joy and inspiration in the pages of this look book!

A stylized, handwritten signature in black ink, featuring a large, open 'L' shape followed by a series of loops and a long, sweeping tail.

Lossen Zimmerman  
Creative Director

# COLETTE

## COTTAGE COUTURE

With a fresh burst of cottage luxury, you will be charmed by Colette's casual elegance. Sewn from 100% Italian linen, Colette is crisp and cool.

A wide 2" flange on the pillow shams and button-back closures add a touch of playfulness, especially when paired with toss cushions and Euro shams in the Colette Stripe.


100% LINEN  
FABRIC FROM ITALY

COORDINATING SOLID  
VERITAE SHEET SET  
COLETTE STRIPE



SPRING SUMMER 2021





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# VERITAE

## SUSTAINABLE LUXURY

Upgrade your bedroom with a beautiful white linen-lyocell blend that is anything but basic. Veritae has the crisp, casual hand you would expect from a linen, while the lyocell brings an almost silk-like softness. These fibres also bring an element of sustainability to your bed.

Use alone for an all-white bed, the epitome of understated elegance, or pair a sheet set with your favourite duvet cover for a crisp, white accent. Pillowcases and top sheets feature a hemstitch detail for graceful styling.

66% LINEN / 34% LYOCELL  
FABRIC FROM ITALY



# ALINA

## BRUNCH-WORTHY LINENS

Alina brings the charm of a Parisian cafe to your table setting. A lovely blue and white linen, Alina has a relaxed, yet sophisticated, softness that is ideal for any occasion.

Available as tablecloth and napkins, each piece is beautifully tailored with a charming hemstitch and mitered corners. For a coordinated table, style with both tablecloth and napkins, or layer in to accent your existing tablescape.

100% LINEN  
FABRIC FROM ITALY



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# SUSSURRO

## WHISPER-LIGHT COTTON

Wrap yourself in effortless elegance and comfort with Sussurro, a fine, almost gauze-like percale.

We recommend Sussurro as the quintessential duvet cover fabric; pair with an Embassy or Eiderdown duvet and experience what can only be described as drifting off underneath a fluffy cloud.

Sussurro means whisper in Italian: you'll instantly understand how Sussurro earned the name as you drift off to sleep under the weightless fabric (Sussurro is approximately half the weight of Capri).

100% COTTON  
FABRIC FROM ITALY  
220 THREAD COUNT

STYLED WITH CAPRI SHELL



# VISTA

## TRANQUIL ELEGANCE

A luxuriously soft cotton jacquard, Vista features subdued melange striations, bringing an air of calm and sophistication to this bed linen. Knife-edge finishing and a bold 3" solid-colour border on the shams infuse this set with contemporary style.

Available in four refined colourways.

100% EXTRA LONG STAPLE COTTON  
JACQUARD FABRIC FROM ITALY  
360 THREAD COUNT

### COORDINATING SOLID

VISTA PLATINUM: CAPRI PLATINUM

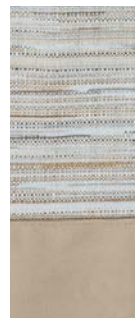
VISTA SAND: CAPRI SAND

VISTA LICHEN: CAPRI LICHEN

VISTA TERRA: CAPRI MUSHROOM



PLATINUM



TERRA



LICHEN



SAND



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# MIMI

## MORROCAN ROMANCE

Indulge your romantic side with Mimi.

A whimsical mosaic print on luxe long-staple cotton, brings comfort and a bewitching charm to the bedroom. The delicate multicolour pattern ensures Mimi will be at home in any bedroom, with any colour palette.

100% EXTRA LONG STAPLE COTTON  
SATEEN FABRIC FROM ITALY  
300 THREAD COUNT

COORDINATING SOLID  
CAPRI CLOUD

STYLED WITH CAPRI SHELL & SLATE





# MARCELLA

## REGAL & TIMELESS

Marcella brings a bold elegance to the bedroom. This robust fresco-inspired print is woven from the same ultra-soft long-staple cotton as our popular Dorset print. You will drift off in blissful comfort, dreaming of villas in the Italian countryside.

100% EXTRA LONG STAPLE COTTON  
SATEEN FABRIC FROM ITALY  
300 THREAD COUNT

COORDINATING SOLID  
CAPRI WHITE

STYLED WITH CAPRI WHITE & PERIWINKLE

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Capri Duo (shown here in Grey and Storm Grey) allows you to choose a different colour for each side, allowing an infinite number of mix-and-match possibilities. Shown here with knife-edge finishing on the duvet.

New Capri colours Storm (grey), Atlantic (blue), Maize (yellow), Spruce (green), Putty (brown), and Terracotta (orange).

# CAPRI 90

## NEW STYLING & COLOURS

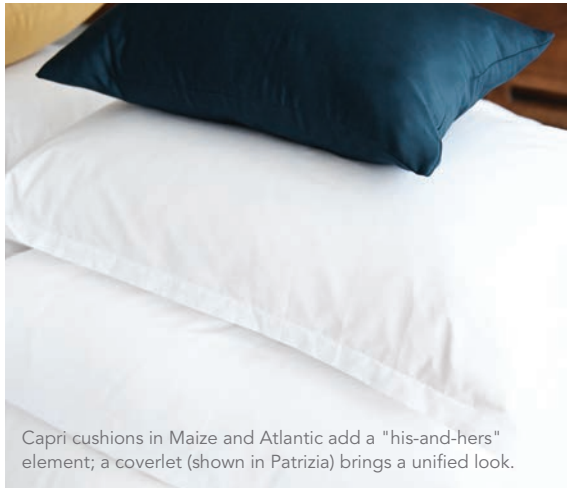
We are pleased to announce our 2021 Capri line-up, featuring 90 stunning colours - 12 of which are brand new!

A versatile range of colours deserves versatile styling: shams now feature a 1" flange, which brings a transitional touch to this customer favourite.

Don't forget: we specialize in made-to-order bed linens and can style to your exact specifications. Bespoke options include satin stitch, flanges, sizing, and more.

100% EXTRA LONG STAPLE COTTON  
SATEEN FABRIC FROM ITALY  
300 THREAD COUNT





Capri cushions in Maize and Atlantic add a "his-and-hers" element; a coverlet (shown in Patrizia) brings a unified look.

## EURO TWIN NEW DUVET SIZE

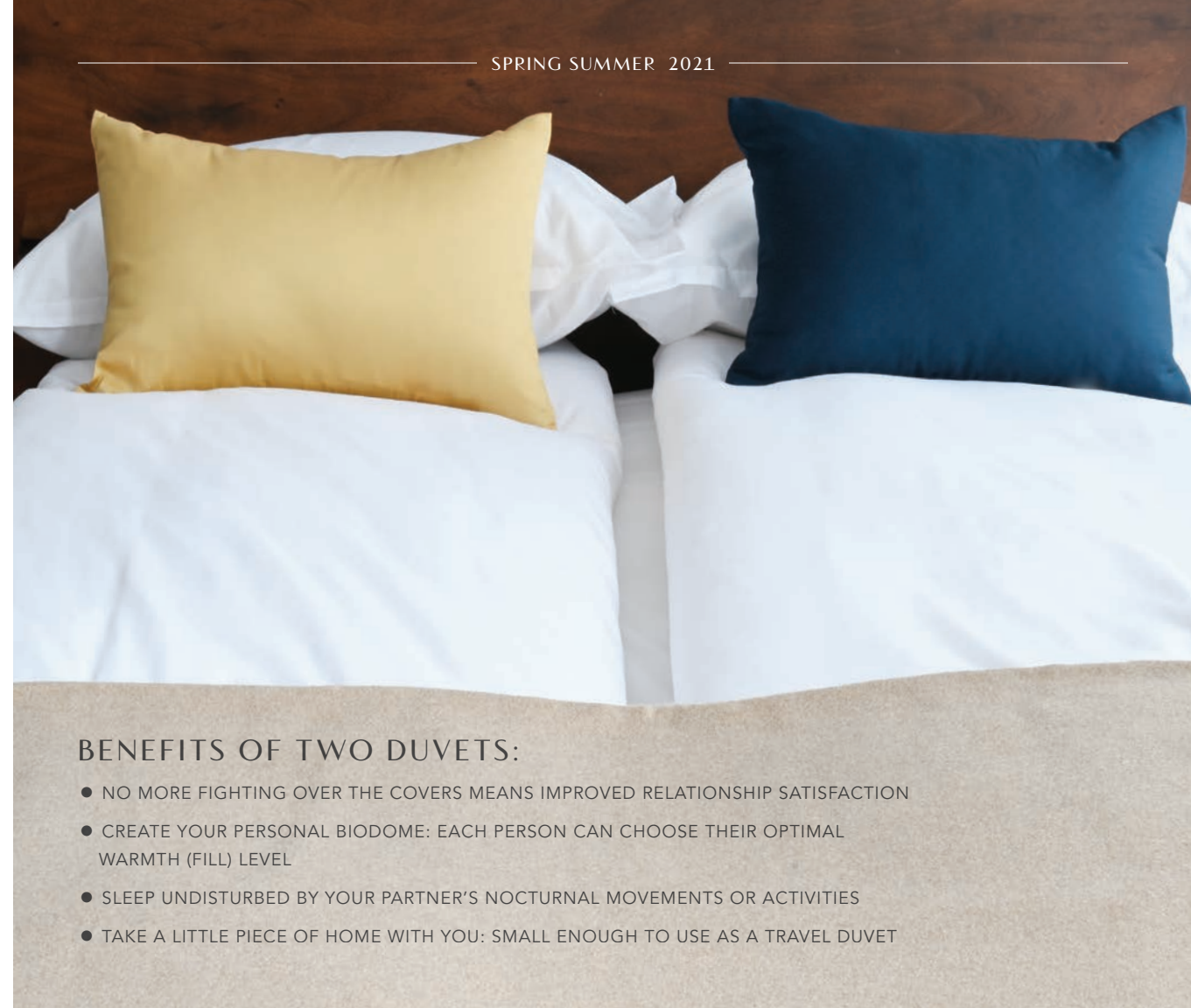
If you happen to share your bed with another sleeper, there is a good chance that, at some point, you've played tug-o-war with the blankets.

Scandinavian sleepers have realized that sleep is too important a commodity to mess around with. It is common in Scandinavian households to find couples sleeping with two smaller duvets on their bed instead of one.

With this in mind, we developed our Euro Twin size. At 54" x 94", the Euro Twin is designed to fit two duvets perfectly on a king or queen size bed. Our length is slightly longer than the traditional European duvet, maintaining the drape off the end of the bed for a quintessential North American look.


Euro Twin sizing is available with your favourite St. Genève fill, from goose down to Eiderdown!

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### BENEFITS OF TWO DUVETS:

- NO MORE FIGHTING OVER THE COVERS MEANS IMPROVED RELATIONSHIP SATISFACTION
- CREATE YOUR PERSONAL BIODOME: EACH PERSON CAN CHOOSE THEIR OPTIMAL WARMTH (FILL) LEVEL
- SLEEP UNDISTURBED BY YOUR PARTNER'S NOCTURNAL MOVEMENTS OR ACTIVITIES
- TAKE A LITTLE PIECE OF HOME WITH YOU: SMALL ENOUGH TO USE AS A TRAVEL DUVET

An aerial photograph of a large lake at sunset. The sun is low on the horizon, creating a bright orange glow and a long, shimmering reflection on the water. The surrounding mountains and islands are silhouetted against the warm light. The overall mood is peaceful and inspiring.

“TOGETHER, WE  
MOVE FORWARD:  
TOWARDS NEW  
HORIZONS AND  
NEW JOY.”

LOSSEN ZIMMERMAN  
CREATIVE DIRECTOR

Creative Director: Lossen Zimmerman  
Photographer: Tracey Ayton  
Copy and Graphic Design: Heidi Fay Volpov  
Assistants: Scarlett Sijia Ma & Mai Mongelous

Special thanks to Morningworks, Botany in Bloom, Heathfield Lighting,  
Upholstery Couture, Naidu Dioh, Makena and Marlowe Zimmerman





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*goodnight buona notte bonne nuit*

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