St GENÈVE
AURORA
WINTER COLLECTION 2021

A LONG WINTER'S NAP

The last two years have kept us under a grey and neutral cloud, now is the time to bring colour back to our lives and our decor. This collection is a journey of home, change, and reflection — influenced by Canadian winters. Enjoy, cozy textures, rich patterns, and splashes of colour as vibrant as the Northern lights.

I've pulled inspiration from the varied landscapes of the season: from the fallen leaves of Nova Scotia to the autumn sunsets of Tofino; from the tundras of the Yukon to the midnight skies of the prairies and, of course, to the magical light show of the Aurora Borealis.

Let the hibernation begin!

Lossen Zimmerman

Creative Director

HUDSON

TWEED-EFFECT JACQUARD

Bring glamour and drama into the bedroom with Hudson. Hudson is a contemporary interpretation of mid-century textiles that is handsome and versatile. Woven with a rich, textural tweed effect, this beautiful neutral creates architectural elegance.

100% long staple cotton
355 thread count
Fabric from Italy
Sewn in Canada

FINISHINGS

Duvet Cover
knife edge with seam zipper

Coverlet
2" self hem with mitered edges

Shams
knife edge with seam zipper

COORDINATING SOLID

Capri Pumice

Hudson styled with Sussex Pumice

Pekoe styled with Capri Pewter

PEKOE

IRIDESCENT JACQUARD

Bursting with energy, this beautiful jacquard showcases a magnificent rose bloom, perfectly blending timeless and contemporary stylings. This expertly woven Italian jacquard is luminous, made with a combination of extra-long staple cotton and metallic fibres, creating subtle tonal nuances and an iridescent shimmer.

88% long staple cotton / 12% polyester
370 thread count
Fabric from Italy
Sewn in Canada

FINISHINGS

Duvet Cover
1½" flange with back zipper

Shams
1½" flange with back button band

COORDINATING SOLIDS

Capri Pewter, Capri Cream

WESTMOUNT

TWILL JACQUARD

A warm neutral palette lays the foundation for Westmount's subtle botanical inspired abstract. Woven in Italy from long staple cotton, this textural jacquard creates a traditional design with a contemporary feel.

100% long staple cotton
365 thread count
Fabric from Italy
Sewn in Canada

FINISHINGS

Duvet Cover
2" flange with back button band

Coverlet
2" self hem with mitered corners

Shams
2" flange with back button band

COORDINATING SOLIDS

Capri Cream

Westmount styled with Capri Irish Mist

Celeste styled with Capri Lichen

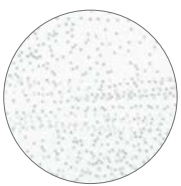
CELESTE

MARBLED DOT JACQUARD

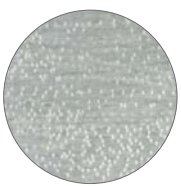
Celeste's neutral colour palette layers in shades and textures, creating a calm and compelling bedscape. This marbled dot pattern against a heathered base is reversible and features contrasting piping for subtle grace and cozy comfort.

100% long staple cotton
180 thread count
Fabric from Portugal
Sewn in Canada

COLOURWAYS



CLOUD



DOVE

FINISHINGS

Duvet Cover
knife edge with self piping and seam zipper

Shams
knife edge with self piping and button band

COORDINATING SOLIDS

Capri Grey

KASMIR

COTTON / CASHMERE TWILL

Sink into softness with Kasmir, a sophisticated blend of cotton and cashmere. This lightweight specialty blend is soft and cozy, reminiscent of flannel. Available in classic white or a burst of navy, Kasmir hits a perfect balance with its relaxed elegance and is a great foundation for a snug winter bed.

93% long staple cotton / 7% cashmere
200 thread count
Made for St. Genève in Portugal

FINISHINGS

Duvet Cover
1" flange with back button band

Flat Sheet and Pillowcases
3 ¾" plain cuff

Shams
1" flange with back button band

COLOURWAYS

WHITE

NAVY

Aura styled with Clair Birch

AURA

EXTRA-LONG STAPLE COTTON JACQUARD

Drift to sleep under glacial inspired opulence with Aura. This geometric star jacquard brings movement and elegant whimsy into the bedroom. Introduce a subtle contrast with Clair, injecting warmth and personality with a hint of colour.

100% extra-long staple cotton
423 thread count
Fabric from Italy
Sewn in Canada

FINISHINGS

Duvet Cover
knife edge with seam zipper

Shams
½" flange with seam zipper

COORDINATING SOLIDS

Capri Dove Grey

SUSSEX

SAVILLE ROW INSPIRED JACQUARD BORDER

Distinctive finishing creates intrigue, with this bold Saville Row inspired design. Sussex features a handsome woven jacquard border, combined with a contrasting palette of solids.

100% extra-long staple cotton
300 thread count
Fabric from Italy
Sewn in Canada

FINISHINGS

Duvet Cover
4" bands with knife edge and seam zipper

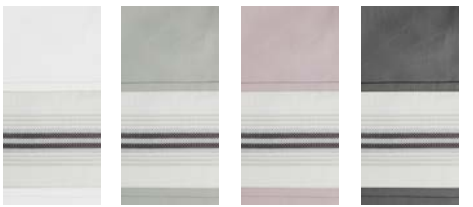
Flat Sheet and Pillowcases
4" band with tuck pleat

Shams
4" band with 2 tuck pleats, knife edge and seam zipper

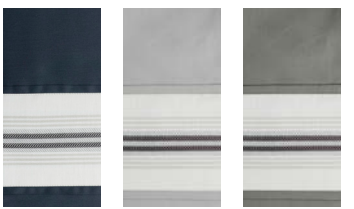
COORDINATING SOLIDS

Capri Cloud, Capri Pumice, Capri Shell,
Capri Storm Grey, Capri Soot, Capri Grey, Capri Stone

COLOURWAYS



CLOUD PUMICE SHELL STORM GREY



SOOT GREY STONE

CUSHIONS AND THROWS

AVALON

HONEYCOMB THROW

Bring elegance to any room with Avalon, our new 100% linen throw in a unique honeycomb weave. This lightweight linen throw has a beautiful drape and adds the perfect touch of warmth, ideal for nestling into with a good book and a cup of tea.

100% linen
Fabric from Portugal
Sewn in Canada

FINISHINGS

1" self hem with mitered edges

FREYA

CASHMERE MERINO THROW

The perfect throw for everyday luxury, Freya is woven from a blend of 25% cashmere and 75% superfine merino wool, this ultra-soft throw features a minute herringbone pattern.

75% Superfine Merino Wool / 25% Cashmere
Made in Lithuania

FINISHINGS

fringed finish

COLOURWAYS

MARINE

SKY BLUE

CHARCOAL

SAND

SUEDE

ZOLA

WOOL THROW

Woven from a cozy blend of New Zealand wool and Merino Wool, Zola features a whimsical chevron pattern. Available in four sophisticated colourways: Latte, Fog, Beige, and Steel.

80% New Zealand Wool / 20% Merino Wool
Made in Lithuania

FINISHINGS

fringed finish

COLOURWAYS

FOG

STEEL

BEIGE

LATTE

FORTE

LINEN THROW AND CUSHION

The same luxury feel that you've come to love in our Forte towels, is now available as part of our throw and cushion collection. With its subtle luminosity, sateen finish, and thick weave, Forte makes a wonderful addition to any bedroom or living room decor.

100% Linen Sateen
Fabric from Italy
Sewn in Canada

FINISHINGS

Throws

2" self hem with mitered corners and hem stitch detail

Cushions

knife edge with invisible zipper and hem stitch detail

COLOURWAYS

NATURAL GREY

VELLUTO

VELVET CUSHIONS

We have added two dazzling new jewel tones to our Velluto cushion line: introducing Terracotta and Aubergine. Our Velluto line was designed to add just the right amount of sparkle to any bedroom or living room decor. Woven from 100% polyester, and with a low pile velvet, these cushions dazzle and wear well.

100% polyester
Imported fabric
Sewn in Canada

FINISHINGS

self piping with invisible zipper

COLOURWAYS

TEAL
MIDNIGHT BLUE
TERRACOTTA
AUBERGINE
SAND
SMOKE
GRAPHITE
ASH GREY

Creative Director: Lossen Zimmerman
Photographer: Celisse Sargent, Wheatgum Graphics
Product Development: Scarlett Sijia Ma
Graphic Design and Photography: Danielle Jette
Copy Writer: Heidi Fay Volpov
Styling Assistant: Danica Tillotson

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LOSSEN ZIMMERMAN
CREATIVE DIRECTOR

St GENÈVE

good night buona notte bonne nuit

11160 Silversmith Place
Richmond, BC V7A 5E4, Canada

stgeneve.com

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