



VILLA NOVA



An aerial photograph of a dense forest with tall evergreen trees. A thick layer of white mist or fog hangs over the canopy, creating a serene and ethereal atmosphere. The lighting is soft, suggesting early morning or late afternoon.

Into the woods...

*TAKE A DEEP BREATH AND
ENJOY THE BEAUTY AND SERENITY
THAT NATURE PROVIDES.*

Villa Nova's new Norrland collections
capture the misty stillness of forest
landscapes and embrace the simple
pleasures of everyday life.

THE NORRLAND STORY

RETREATING TO SIMPLER TIMES

HYGGE [HOO-GAH]

Hygge is a Danish word that sums up a feeling of warmth, cosiness and comfort. Hygge is about establishing a sense of wellbeing through simple pleasures leading to an overall feeling of contentment, togetherness and happiness.

This notion is instilled in the look and feel of the Norrland collections which embrace a connection with nature and explore the skills of traditional artistry. With an emphasis on hand-crafted elements, the Villa Nova design team experimented with the age-old technique of lino cut printing to inject an artisan and naive feel to the launch, whilst an inky tree lined horizon has been skilfully painted to capture a soft atmospheric movement of colour. Captivating forest landscapes are coupled with simple and timeless folk inspired patterns that add warmth and familiarity.

Norrland prints, weaves and embroideries have been created alongside a collection of upholstery weaves, all of which are complemented by a beautiful range of cushions.





NORRLAND

Prints, Weaves and Embroideries

The Norrland collection explores a connection with nature and the unassuming aesthetic of folk art inspired textiles.













NORRLAND CUSHIONS

A stunning range of cushions brimming with Nordic forest landscapes, hand-painted elements and folk inspired textural weaves designed to complement the Norrland fabric collection.









NORRLAND WEAVES

Decorative Upholstery Weaves

A rustic and textural collection of small-scale weaves featuring geometric designs and organic textures, drawing inspiration from the simple patterns found in traditional Nordic textiles.









PLAINS

Introducing three stylish, modern and practical plain weaves, coloured in Villa Nova's signature palette including versatile neutrals, pastel hues and vibrant accent colours.

SEVILLE

Washable Brushed Cotton

LUCERNE

Washable Chenille

VARDO

Wide-Width Sheers







SEVILLE

Washable Brushed Cotton

Villa Nova's popular Seville weave has been updated for 2017. Presented in a palette of 84 colours, Seville has a gentle brushed texture that is exceptionally soft to the touch. A truly versatile fabric, suitable for upholstery, drapes and accessories.





LUCERNE

Washable Chenille

A super soft, fine chenille weave with a velvety texture that is exquisitely inviting to the touch. With a textural appearance and soft movement of colour, Lucerne is washable, drapes perfectly and is extremely hardwearing for upholstery.





VARD O

Wide-Width Sheers

Effortless wide-width sheers with an elegant and pared-back appeal. Vardo sheers filter the light beautifully while adding a whisper of texture and hint of colour.



NORRLAND CUSHIONS

A capsule collection featuring six stunning designs in a range of colourways, designed to stylishly accessorise your home.

NORRLAND 60 x 60cm



Norrland Indigo
VNC3259/01



Norrland Carbon
VNC3259/02



Norrland Pine
VNC3259/03

FOREST 50 x 50cm



Forest Indigo
VNC3260/01



Forest Carbon
VNC3260/02



Forest Pine
VNC3260/03

TREESCAPE 60 x 40cm



Treescape Indigo
VNC3261/01



Treescape Carbon
VNC3261/02



Treescape Pine
VNC3261/03

MARKA 60 x 60cm



Marka Basket
VNC3248/13



Marka Dew
VNC3248/01



Marka Flint
VNC3248/04



Marka Teal
VNC3248/09



Marka Smoky Blue
VNC3248/12



Marka Mineral
VNC3248/03

SAMI 50 x 50cm



Sami Tofu
VNC3253/02



Sami Shaker
VNC3253/06



Sami Carbon
VNC3253/04



Sami Teal
VNC3253/03



Sami Indigo
VNC3253/01



Sami Cognac
VNC3253/05

TOBI 50 x 30cm



Tobi Agate
VNC3246/01



Tobi Lake
VNC3246/04



Tobi Flint
VNC3246/02



Tobi Pine
VNC3246/03



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Contact Information The Romo Group

UK SALES +44 (0) 1623 756699

USA SALES +1800 338 2783

EXPORT SALES +44 (0) 1623 755881

CANADIAN SALES +1 855 543-7666

Romo Group Showrooms

LONDON

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3-5 Rue du Mail, 75002 Paris +33 1 42 61 63 20

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SOUTH KOREA

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TURKEY

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villanova.co.uk
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