



MINDTHEGAP LAUNCHES KITCHEN LINENS.



Transylvanian design brand MINDTHEGAP adds Kitchen Linens to 'Transylvanian Roots', a collection of wallpapers, fabrics, furniture, cushions, lighting and wall art inspired by their evocative homeland. Once an independent country, for centuries, Transylvania was a melting pot of peoples, cultures and religions, from Saxons, Hungarians and Romanians to Szekely, Ashkenazi Jews, Armenians and Gypsies. Surrounded by mountains and forests, villagers were untied in their communion with nature. Poor in resources but rich in ideas and inspiration, traditional countryside homes were dressed in jubilantly embroidered textiles to soften wooden furniture and bring joy to the dark winter nights.

"It's wonderful to see our Transylvanian Roots, which is a tribute to our ancestors and to who we are today extended into the kitchen with this product range. It allows our customers to create a lifestyle, celebrating craft, adding rich, evocative patterns and authentic textures throughout their homes." says Stefan Ormenisan, Founder and Creative Director.

The Kitchen Linens collection includes four patterns with influences ranging from landscapes and nature to local crafts, and comprises of tablecloths, table runners, napkins, place mats, oven mitts and aprons, each finished with hand-crafted detailing



For further information, samples or images please contact UP Public Relations:
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www.mindthegap.com



THE ENCHANTED WOODLAND - This whimsical design takes us on a walk deep into the mysterious Transylvanian woods, to a time when animals wandered undisturbed and depicting a bounty of creatures lurking just out of sight. Wild horses, howling wolves, birds paused mid-flight and families of deer await in this evocative hand painted illustration woven in pure linen, chronicling the life cycle of forest flora and fauna enfolded in trailing tree branches. The table runner and napkins are edged in a deep green crochet trim, whilst the apron is adorned with a classic brass buckle.

HEIRLOOM - Float through a dreamlike meadow, blooming with the fantastical abstract flowers, wandering vines, and pleasing moments of symmetry. A cacophony of abstract shapes, soft geometry, illustrative details and folk-inspired flourishes, the HEIRLOOM pattern comes from deep within the historic traditions and craft techniques of Transylvanian heritage. Each piece is printed on pure linen with the table runner and napkins finished with a dark red scallop crocheted trim, whilst the tea towels neatly incorporate a textile hanger.

TWILL STRIPE GREEN - An ode to kitchens of days gone by, the simple linear pattern of TWILL STRIPE GREEN conjures images of well stoked fires, bubbling pots, freshly baked bread and spindle-backed chairs. Celebrating age old craft and the timelessness of simple, well-loved patterns, the tactile pure linen invites wandering hands to brush across it, with the table runner and napkin edged in characterful light green crochet and the napkin showcasing MINDTHEGAP's leafy woven M logo.

SZEPVIZ STRIPE - Celebrating MINDTHEGAP's Armenian roots with verdant shades of green, inspired by the historic Székely land once found deep in the heart of Romania. The traditional SZEPVIZ STRIPE is a classic green bandeau stripe modernised with shots of white; the natural tones tell stories of intoxicating valleys, rolling hills and burgeoning forests. Artfully woven from pure linen, the apron is completed with sturdy leather elements secured with brass rivets and a buckle with statement embroidery of the decorative M, whilst the potholder and oven mitt are finished with a discreet leather hanger.



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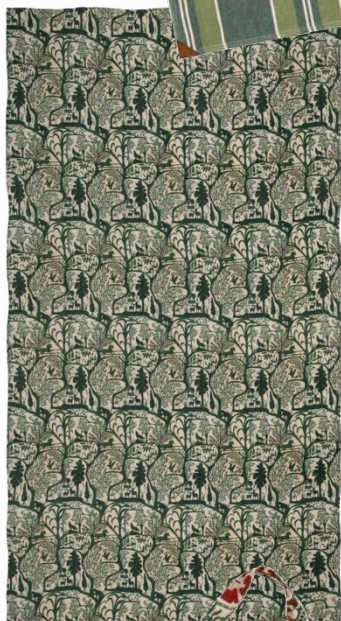
MIND THE GAP

DESIGN & SUPPLY

SZEPVIZ
STRIPE Apron
£199



ENCHANTED
WOODLAND
Tablecloth
150x250cm
£220



ENCHANTED
WOODLAND
Napkin, Set of
2 £50
TWILL STRIPE
GREEN Napkin,
Set of 2 £50



HEIRLOOM Table Runner £100
& TWILL STRIPE Tea Towel, Set
of 2 £66

HEIRLOOM
Apron £77



HEIRLOOM
Napkin, Set of 2
£50
& SZEPVIZ
STRIPE
Placemat, Set of
2 £70



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DESIGN & SUPPLY

SZEPVIZ STRIPE
Oven Mitt & Pot
Holder Set, £72

HEIRLOOM
Napkin, Set
of 2 £50

SZEPVIZ
STRIPE Apron
£199



TWILL STRIPE
Table Runner
£100



ENCHANTED
WOODLAND
Apron £77

HEIRLOOM Tea
Towel, Set of 2 £66
& ENCHANTED
WOODLAND Tea
Towel, Set of 2 £66



HEIRLOOM
Tablecloth
150x350cm
£250



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