

*Christian Fischbacher*

ST. GALLEN - SWITZERLAND  
EST. 1819

## **CHRISTIAN FISCHBACHER: COMPANY PROFILE**

Christian Fischbacher has been designing luxurious, high-quality, aesthetically stunning textiles for almost 200 years. During this time, the Swiss family-run business based in St. Gallen has become a global provider of the very finest interior fabrics, bed linen, accessories, carpets, bath textiles, cushions, pillows and duvets for homes, the contract sector and outside spaces. From the design phase to manufacturing, Christian Fischbacher consistently demands exceptional quality and the very highest production standards, both in-house and from the company's partners in Switzerland and abroad. The firm's global success rests on a passion for its products, the expertise that goes hand in hand with the company's family tradition and a drive to keep innovating.

### **A STRONG HERITAGE FOUNDED ON ASPIRING ENTREPRENEURIAL SPIRIT**

The first Christian Fischbacher founded the company in 1819, at the tender age of sixteen. He collected fabrics woven by farmers' wives and carried them to the market in St. Gallen, a centre of the textile industry since the 13th century. Later, he managed the steadily growing business together with his son and in doing so laid the foundations for the family company.

A cosmopolitan edge was introduced to the company when it passed to the third generation in the 1930s and Otto Christian Fischbacher took the helm. Otto was a globe-trotter who travelled to Africa, Asia and the Middle East as well as numerous exotic destinations. His travels were a source of wide-ranging inspiration, which he took back home with him. His son, Christian Fischbacher IV, joined the company at the age of just 21 and emigrated to the USA in 1939. He established the firm's first subsidiary in New York. In the early 1960s, he returned to St. Gallen full of the latest fashions and new ideas, having established inspirational relationships with Parisian couture during his time abroad. On his return, he added a clothing segment to the design department in St. Gallen. Christian Fischbacher began to expand: starting in 1961, the company founded further subsidiaries in Germany, Italy, the Netherlands, England and Japan. Under the management of Christian Fischbacher V, the company's focus began to shift from fashion to home textiles. The firm earned itself an international reputation for luxury bed linen and decorative textiles. Starting in the 1980s, numerous collaborations with famous designers – including Gianni Versace – helped to carry Christian Fischbacher to success as an international textile design company. It continues to borrow from related design disciplines to this day. As part of ongoing structuring efforts, the various warehouses were combined into one central warehouse. 1998 saw the head office move into a modern complex in St. Gallen-Winkeln.

## THE SIXTH GENERATION OF MODERN TRENDSETTERS



Michael and Camilla Fischbacher

Michael Fischbacher, the second son of Christian Fischbacher V, met his wife Camilla while they were both studying at Oxford University. He graduated with a sinology degree while she came away with a degree in Middle Eastern culture. On leaving university, the couple spent some formative time abroad as they embarked on a new life together. After spending several years in Asia, they both joined the family company in 1997. A stint in the USA followed, during which time Michael completed a second degree at the UCLA in Los Angeles before taking over management of the subsidiary in Japan. The Fischbachers and their three children then spent five years in Japan. In 2008, Michael Fischbacher became the sixth-generation manager of the whole company as CEO of the Christian Fischbacher Group. Michael speaks seven languages. With his international background, he injects important fresh impetus into the company, especially when it comes to sharpening the brand's profile and expanding the product portfolio.

In 2007, Michael's brother, Christian Fischbacher VI, became Sales Director for Eastern Europe and the CIS. He began establishing numerous personal relationships in these new markets along with a far-reaching sales network.

Michael Fischbacher continues to manage the company together with his wife Camilla, who drives the firm's creative development as Art Director. The charismatic couple give the brand an authentic, cosmopolitan image. Under the direction of Camilla, who is half American and half Iranian, the in-house design studio has developed a cosmopolitan spirit inspired by a wide range of cultural influences. Among the products developed by the designers is a hotel collection comprising bed linen, bath textiles, cushions, pillows and duvets for an international clientele. 'Anyone who travels the world as much as we do can now feel at home wherever they are thanks to the Executive Suite collection,' explains Michael Fischbacher. With Camilla's feel for aesthetics and the latest trends and Michael's business nous and textile expertise, the Fischbachers make a formidable team, which is further strengthened by the dedication of their employees. The couple treasure the firm's long-standing heritage but do not shy away from sensitively reinterpreting it. Exclusive materials, colours and designs from around the world are transformed into innovative products in Switzerland.

Today more than ever, Christian Fischbacher is a reflection of its owners: open-minded, modern and family-oriented. The latest generation of managers strives for innovation and continuous development, and this is both a symbol and a model for the entire company: an understanding of textiles and processing them in line with the highest quality standards has been passed on from generation to generation. From the raw materials to the finished product, the whole manufacturing process is based on experience shared in the course of a long-standing family tradition.

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'We have made it our aim to lead the way in design standards for high-quality textile interiors,' emphasises Michael Fischbacher. In today's world, it no longer goes without saying that every company insists on exceptional quality and the highest manufacturing standards. 'Christian Fischbacher consciously delivers this luxury. We have trusting relationships with our partners and suppliers, some of whom we have been working with for as long as 100 years.' Christian Fischbacher is one of just a handful of companies in the world to carry the swiss+cotton quality seal, which is awarded to premium cotton made in Switzerland. Only the top three per cent of the cotton produced worldwide meets the requirements for extra-long staple cotton. This guarantees the luxurious quality of bed linen made by Christian Fischbacher.

## **A GLOBAL PLAYER WITH LOCAL HERITAGE AND A SENSE OF RESPONSIBILITY**

Christian Fischbacher proudly nurtures its Swiss roots whilst also operating as a forward-looking, global company. With subsidiaries in Germany, England, France, Italy, the Netherlands and Japan, the firm generates annual sales of around 50 million Swiss francs. The Group has 300 employees around the world who are wholeheartedly committed to its success, which goes hand in hand with their own.

The company's values – such as respect, zest for life, creative drive and sensitivity – shape both its relationship with the team in-house and its collaboration with partner companies. 'Responsible conduct towards clients, representatives, business partners and, of course, the environment comes naturally to us.' With this in mind, Christian Fischbacher only works with partner companies that meet similarly high ethical and environmental standards.

## **PASSIONATE TRENDSETTER**

'It is our firm belief that a beautiful, stylish home is a source of joy.' Christian Fischbacher sets out to evoke this joie de vivre with its products. Throughout product development, passion is what drives the creative process at Christian Fischbacher. Each concept is carefully thought through to the end, whether the inspiration stems from nature, art or the world of fashion, revolves around upholding traditional craftsmanship or the use of innovative techniques. At the in-house design studio, an eight-strong team constantly pour their talent and dedication into developing new, bold designs. Their attention to detail is visible in every stitch, every embellishment and even the smallest flower. Christian Fischbacher stands for exquisite premium materials that meet the highest quality standards and boast exceptional design for customers' homes, wherever they may be – in a rural or urban environment or travelling. Numerous prizes and awards, including the red dot design award and the Interior Innovation Award, confirm these exacting standards and endorse the way Christian Fischbacher works.

Ongoing research into the use of new materials also forms part of Christian Fischbacher's future-oriented company philosophy. A recent example of this is the development of the ECO FR fabric, a global textile innovation made from linen and viscose. Flame-retardant and biodegradable with zero harmful emissions, ECO FR is ideal for the contract sector. Similarly, the Benu Recycled collection is made from recycled PET bottles and leftover wool. It is the first high-quality range of upholstery fabric to be manufactured from used materials.

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As well as being shaped by Christian Fischbacher's ethos of quality and eco-friendliness, the design studio's work is hallmarked by a sensitive awareness of aesthetics and international trends. It is also essential for the designers to have an excellent understanding of clients' requirements around the world and developments within society. The foundations laid during almost 200 years of company history provide the vision and conceptual skill to look ahead and to both spot and actively shape new trends. The Urban Luxury range within Christian Fischbacher's collection superbly reflects this cosmopolitan, modern yet elegant, sophisticated approach.

Meanwhile, CF by Christian Fischbacher is specifically aimed at the generation of customers who combine top quality standards with a laid-back attitude to life. For Camilla Fischbacher, Art Director, the CF by Christian Fischbacher collection is the expression of a new Zeitgeist. 'The CF lifestyle is cool, relaxed and most at home where people appreciate the simple things in life.' Trend research and trendsetting is both a passion and a professional obligation for Christian Fischbacher. 'Our collections of interior fabrics, bed linen, carpets and accessories include a wide range of designs. They are trendy but always draw on cultural influences and our heritage,' says Michael Fischbacher. This is how he describes the origins of the company's products, the creative process and the moment he relishes most: when customers take pleasure in a Christian Fischbacher product.

## **EXPLORING TEXTILE DESIGN – PRESENTING SPACES IN 2017**

'At Christian Fischbacher, we have been exploring textile design for centuries. You could say that striving to further develop our product portfolio is in our DNA,' Michael Fischbacher explains proudly. 'Anyone who, like us, thinks of fabrics in terms of comprehensive product worlds has a creative vision in mind: presenting the space as a whole.' Fischbacher consciously underlines the universal use of the company's fabrics – on beds, chairs, carpets, curtains or lights. The likeable Swiss team constantly transform their vision of a distinctive, inspiring lifestyle into new and exciting collections with their creative passion. Now, Christian Fischbacher is also launching a lighting range. 'These shine in their own right or present other fabrics, furniture or whole rooms in style,' explains Camilla Fischbacher, describing the company's aspiration to use textiles for other product categories and areas of life. In 2019, Christian Fischbacher will mark another major milestone in its history with the company's eagerly awaited 200th anniversary.