

PRESS RELEASE, APRIL 2019

**MATERIAL STORIES
CHRISTIAN FISCHBACHER CELEBRATES ITS 200TH ANNIVERSARY**

St. Gallen, April 2019 – Christian Fischbacher will celebrate its 200th anniversary in 2019. Six generations have run the Swiss family company and made it an internationally successful textile studio. Responsibility for the firm currently rests with CEO Michael Fischbacher, his wife Camilla Fischbacher (Art Director) and Christian Fischbacher VI. (Sales Director, Eastern Europe). With its anniversary collection, Christian Fischbacher offers us an insight into various chapters of the company's textile history and the family's own story. It symbolises the values which are upheld within the family and the firm. Change is a leitmotif which spans the various generations. There is no doubt that channelling curiosity and courage into reinvigorating a changing market environment is one of the factors which enabled Christian Fischbacher to become the world's oldest textile editors. In its bicentenary year, Christian Fischbacher expresses this in dazzling style with its moiré INTERACTION. Extensive development work resulted in a fabric which changes colour when it is turned 180 degrees. A genuine, hand-guided moiré process is used to bring its gold, silver and metallic shades to life. With this, the company pays homage to an elaborate finishing technique which is performed by hand. Based on the same ground fabric, INTERFLORAL has an opulent pattern of lush flowers created using ink-jet printing. The plants complement the changeable fabric by appearing to grow in different directions. INTERFLORAL is set to receive the German Design Award 2019 in February 2019.



Christian Fischbacher VI., Sales Director, Eastern Europe - Camilla Fischbacher, Art Director - Michael Fischbacher, CEO

QUALITY AS A COMPANY WATCHWORD



Atelier Christian Fischbacher

Even the very first generation built a reputation based on quality fabrics from St. Gallen. From the handmade linen products of the early years to the machine-woven fine cottons – quality has been the crucial factor for customers throughout the company’s history. The firm maintains close, long-standing partnerships with the most innovative textile manufacturers who share the Swiss love of quality. Christian Fischbacher’s interior fabrics and bed linen are truly sumptuous. Their elaborate designs and materials – such as swiss+cotton bed linen – enrich any interior. Real silks dress windows in splendid style. With its JUBILEE silk, the anniversary collection pays homage to this fine material. Sequins are stitched onto the shimmering base fabric by hand like a shower of confetti – a fabric as dazzling as a celebration!

EACH GENERATION REINVENTS ITSELF

It wasn’t long before a woman played a key role at the firm: in just the second generation, Susanna Fischbacher established the handkerchief department, which was a great success right from the start and later gained an international profile. “Each generation has a job to do,” summarises Christian Fischbacher, father of the current CEO Michael Fischbacher, in the bicentenary year: “It has to reinvent itself.” Above all, this means having the courage to break new ground. In 2009, Art Director Camilla Fischbacher decided to launch decor and upholstery fabrics made from recycled PET bottles onto the market. The BENU collection is the first of its kind and has won numerous design awards. Year after year, more inventions and enhancements emerge. Fabric from the fashion industry is recycled to make new yarns which are finished with functional properties for use in public spaces.

LACE FROM ST. GALLEN



Bed linen: INTERLACE

Lace and embroidery have been part of the company's signature portfolio since the turn of the 20th century. The third-generation director, Otto Fischbacher, safely steered the firm through the crisis-ridden 1930s. With its anniversary bed linen INTERLACE, Christian Fischbacher pays tribute to the cultural heritage of its home region. A lace from the samples archive – complemented by a floral pattern rendered using 12 screens – is printed on the very finest extra-long staple swiss+cotton fabric. With this, the studio brings together the best from two centuries of textile history: classic St Gallen lace is twinned with the premium bed linen for which Christian Fischbacher is world-famous. This year's fabric LA PRIMAVERA is also decorated with elaborate embroidery. The border consisting of embroidered flowers, leaves and buds was inspired by Botticelli's painting LA PRIMAVERA.

THE FAMILY'S ELIXIR: CREATIVITY AND ENTREPRENEURSHIP



Curtain: NEWTOPIA, Upholstery: VIP, Carpet: SAGA

The fourth generation was characterised by an artistic bent and a deep understanding of aesthetics. Hans Christian Fischbacher travelled to the USA in 1938 and established the company Fisba Fabrics in New York, producing textiles for the clothing industry. After returning to Switzerland, he initiated a reorganisation of the wholesale company in the 1950s and repositioned Christian Fischbacher. He established separate workshops for printed fabrics, coloured woven goods and embroidery and quickly became a member of the avantgarde of textile design. Leading names in the world of fashion – such as Dior, Louis Féraud, Christian Lacroix, Givenchy, Versace and Van Laack – sourced the material for their clothing from Christian Fischbacher. Art Director Camilla Fischbacher gives artistic expression to the studio's high standards with the digital print NEWTOPIA. The luxurious fabric shows an imaginary landscape. The vegetation does not follow the laws of nature and the flora is taken from a variety of continents. Parts of the design draw on elements of glitch art, which uses the distorted effect resulting from errors when a digital image is displayed. NEWTOPIA captures a magical moment on fabric.

PUSHING BOUNDARIES

Christian Fischbacher V grew up in the USA and studied history of art and French literature at Princeton University. The talented sportsman was moulded by an atmosphere of competition, but also team spirit. Being bold and open to the unexpected were his maxim as an entrepreneur. The family's wide-ranging sporting ambitions and love of nature inspired the design studio to create NAUTIC bed linen. Each element of the design was drawn by hand, including the sailing ship Cresta which Christian's grandfather used to cross the seas. To this day, a model of the vessel and the figurehead from Cresta III remain a treasured family heirloom.

PEAK OF INTERNATIONALITY

The sixth generation is at home in a globalised world; their lifestyle is an international one. Sinologist Michael Fischbacher speaks seven languages and has spent many years living Malaysia, the USA, Hong Kong and Japan with his family. His wife Camilla grew up in Iran and Europe before studying history of art, politics and photography in the US and England. Both of them constantly travel to visit subsidiaries, clients and producers. Their multifaceted visions and artistically minded understanding of how different cultural groups use textiles play a part in shaping the collection. In its 200th year, Christian Fischbacher is celebrating the courage to innovate. "We are driven by a love of textiles," says Michael Fischbacher. "We will make waves again in the year after our bicentenary." Preparations are under way to unveil a world first before 2019 is out.

NOTES FOR JOURNALISTS

Visit Christian Fischbacher at the following spring trade fair:

MILANO DESIGN WEEK

09.04. – 13.04.2019, Christian Fischbacher, La Posteria, Via Giuseppe Sacchi, 5/7 Milano

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