



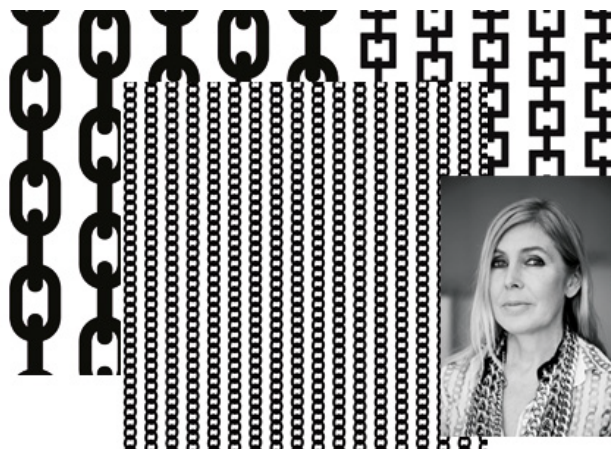
**PRESSRELEASE - 2011-02-07**

ELLE Interiör Design Award is one of Sweden's most prestigious design awards, in which only the very best participate. The price is also Swedish ELLE Interiör's nomination to the international price "Elle Deco International Design Awards" that will be awarded in connection with the Milan Furniture Fair in April of each year. World winners are voted by the editors of the 28 sister newspapers in the ELLE Deco network.

### **TEXTILE OF THE YEAR 2011 - PIA WALLÉN**

Karl, Coco & Paco by Pia Wallén printed by Frösö Handtryck, [www.froso.com](http://www.froso.com)

The jury justification : "Three elegant and humorous designs by a textiledesigner in the master class "



Enjoy ! Three chain designs, Coco, Karl and Paco, a homage to the three designers who created the style history. The chain has played a central role in their collections to enhance women's empowerment and eccentric expression. The chain also symbolizes the people's strong ties to each other. All of this has been an inspiration in my creative work.

### **BAGS AND PILLOWS IN THE PIAWALLÉN COLLECTION**

We will produce bags in four designs and three pillows in different sizes. The Karl and Coco design will come in a total of eight colors , four in each design. All products are made in 100% cotton, handprinted and then manufactured in Sweden.

You will find the new products in a near future at our webshop , welcome !

[www.piawallen.com](http://www.piawallen.com)