

Extinct Animal Bedding Collection

Moooi



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PRESS RELEASE

7 JUNE 2022

Sweet dreams are made of Moooi's first-ever bedding collection



Get in bed with Moooi. In spring 2022, lifestyle brand Moooi releases its first-ever bedding collection inspired by their Museum of Extinct Animals. The collection is made with quality materials such as silk, wool, and sustainable satin cotton; comprising 8 duvet covers, a bedspread, scarf, and cushions. Moooi's Extinct Animals bedding collection stands out because of its luxurious finishes. Embroidery on silk, cord piping, Oxford borders, beautiful buttons, and luxurious zippers. Everything you need to make your bedroom the most inviting space in your home. The Moooi's Extinct Animals bedding collection will be available from 7 June 2022.

MOOOI'S IMAGINATIVE EXTINCT ANIMALS

Every design in Moooi's Extinct Animals bedding collection is inspired by Moooi's Museum of Extinct Animals. You're in store for designs bursting with life, prints and colours.

Moooi sailed away on a bold adventure. What they found was a true treasure trove from the past; rare drawings of animals that went extinct. The unique drawings of these extinct animals were made available by museums from all over the world. Enchanted by ten brilliant extinct animal drawings, Moooi created designs inspired by the animals' unique characteristics, such as carpets, wall coverings, fabrics, accessories, and now, for the first time, a luxurious bedding collection.



SWEET DREAMS ARE MADE OF HIGH-QUALITY AND LUXURIOUS FABRICS

In the Extinct Animals bedding collection, you'll find 8 sophisticated duvet covers, matching pillows, a lavish bedspread, an XL scarf, and cushions. A collection that brings that little extra touch of comfort in your bedroom. Think intricate design details in rich colours and mesmerising patterns. The collection is made with high-quality fabrics such as silk, wool, and responsibly sourced and sustainable cotton for a luxurious look and feel. Creative luxury at its finest.

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“Launching our first bedding collection is an incredibly exciting step for Moooi. We can't wait to show the world the Extinct Animals bedding collection, expanding the already tactile world of Moooi and bring it to your bedrooms.”

- ROBIN BEVERS, CEO MOOOI

BRAND-NEW BEDTIME STORIES

Every design in the collection is inspired by the unique characteristics of an extinct animal. Every design tells a story. You'll find embroidered cushions depicting

the mysterious Blooming Seadragon and winged Flying Coral Fish. The Menagerie of Extinct Animals duvets and pillows that include all animals. A quilted bedspread inspired by the softest feathers of the extinct Dodo Pavone, a sociable extinct animal that never seemed to be in a hurry and much more.

Flying Coral Fish

European sailors first spotted the Flying Coral Fish in the Caribbean Sea, believing it to result from a spell. Only sorcery could explain a fish with wings. Gliding as high as six meters above the sea... With enormous eyes, the sailors admired a school of speckled blue-grey fish, creating a rainbow of fine droplets above their heads.

Calligraphy Bird

Aware of their paradisiac beauty, Calligraphy Birds were known to have a special feeling for romance and poetry. They were often seen posing and dancing to attract a partner. The male would move back and forth in a rhythmic dance, the blue hues of his ornate collar feathers shining in the sun. The female would respond by fanning her white tail feathers that ended in what resembled graceful calligraphy swirls, writing her very own love message.

Blooming Seadragon

Blooming Seadragons were always a mystery. Seeming to appear and disappear in the blink of an eye. Most people believed them to be creatures of ancient myths or imagination. This was probably the result of their camouflage being too good: they went literally unseen.



AN EXTRAORDINARY COLLABORATION

The luxurious Extinct Animals bedding collection is the latest addition to Moooi's portfolio of design collaborations. Moooi and Bedding House share

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the same vision of inspiring the world with exquisite designs. Much like how Moooi's original and unexpected designs elicit the extra 'O' from onlookers, Bedding House products aim for that wow-factor.

The synergy between these two powerhouses in interior design resulted in the luxury Extinct Animals bedding collection. By sharing their mutual values about quality and sustainability, they'll bring the extra 'O' to bedrooms all over the world this spring. The Extinct Animals bedding collection will be available worldwide at selected retailers and online from spring 2022.

"We are excited to have used our knowledge, passion and craftsmanship to create a luxurious bedding collection inspired by Moooi's Extinct Animals. The collection is nothing short of exquisite. The lavish look and feel truly makes consumers' bedrooms worldwide the most comfortable and luxurious spaces in their homes."

- HENRIËTTE VAN BEYNUM, MANAGING
DIRECTOR OF BEDDING HOUSE



ABOUT MOOOI

For twenty years, Moooi has inspired and seduced the world with sparkling and innovative designs. The venture founded in 2001 is currently led by Marcel Wanders and Robin Bevers. Moooi is named after the Dutch word for beautiful - Mooi. The third 'O' in the brand name stands for an extra value in terms of beauty and uniqueness. Moooi doesn't tell designers what to do, but listens to what designers want to make, and realises their dreams. Eclectic and always on the edge of commercial reality and cultural interest. To trigger, to create conversation pieces which make your environment more special, a life extraordinary.

ABOUT BEDDING HOUSE

Bedding House is a Dutch family business in bed and bath linens. It was founded in 1978. Quality fabrics, and a passion for storytelling and innovation, are the inspiration behind Bedding House designs. Much like how Moooi designs elicit the extra 'O' from onlookers, Bedding House products contain creative shapes, colours, and patterns that aim for that 'wow' factor. Sharing mutual values about quality and sustainability, the synergy between Moooi and Bedding House resulted in the luxury Extinct Animals bedding collection.

INTERVIEW & MORE INFORMATION

Interested to learn more about the Extinct Animals bedding collection? Want to do a virtual coffee via zoom? Or have a burning question about a different topic? Contact Stephanie de Kanter, global PR at Moooi, via press@moooi.com or call +31 (0) 6 112 825 05.

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