

Milan, April 2025

Ancient Memories An Archaeology of Fabrics

Sustainable design is not about trends or seasonality. In a world that rushes after colours of the year and fleeting cycles of consumption, Fischbacher 1819 chooses to slow down—to research, to create textiles that endure. Not only for their quality, but for their intrinsic value—for their ability to transcend time without losing meaning. Ancient Memories is the natural evolution of this philosophy: a journey into material, memory, and the capacity of textiles to tell timeless stories.

Following the unveiling of the first part of the collection in January, Fischbacher 1819 now presents the next evolution of Ancient Memories—a textile project conceived by renowned designer Marcel Wanders and textile artist Caterina Roppo, together with the brand's creative director, Camilla D. Fischbacher. Their collaborative vision goes beyond the creation of new textiles; it questions the value of tradition and explores its potential for reinvention.

It's no coincidence that Ancient Memories is centered around hemp—an ancient, resilient, and sustainable fibre long associated with artisanal weaving. At a time when the notion of luxury is being redefined, Fischbacher 1819 looks beyond aesthetics, elevating the value of textiles through materials that are not only enduring and timeless, but carry the weight and warmth of a past worth preserving. The pursuit of plant-based fibres, the reuse and reinterpretation of materials—these are the foundations of a new offering that resists the logic of fast consumption and trend standardization. Instead, it invites making, remaking, and reimagining—allowing each piece to tell a story that evolves with those who live with it.

Among the newest additions to the collection are the Animalia Echo, Puffy Loom, and Animalia Traces rugs—where the fusion of natural and plant-based fibres creates rich, tactile surfaces in which imperfection becomes a virtue and the patina of time a defining trait. This experimental approach is not a return to the past, but a projection into the future—where ancient materials and techniques are reinterpreted to serve the rhythms and needs of contemporary life.

Ancient Memories is, above all, an exercise in awareness and resistance—a tribute to material in its purest essence, and an invitation to reimagine textiles as a space for innovation not only in aesthetics, but in culture and sustainability.

The presentation is accompanied by Everybody has pain. somewhere, a solo exhibition by Caterina Roppo, featuring textile works that explore the layering of memory and time through material. The showroom layout will also include a dedicated area highlighting the dialogue between art and design, featuring a video installation by Rashed Qurwash.

Fischbacher 1819's evocative Milan showroom becomes the setting for this timeless narrative, as the collection's rugs and new upholstery fabrics interact with vintage furnishings and contemporary pieces by leading international brands. Aligned with a principle held dear by both the brand and the designers of Ancient Memories, each element is conceived to endure—adapting gracefully to ever-changing contexts without losing its soul or authenticity.

FISCHBACHER 1819

EMBARGOED UNTIL
9 AM ON 07.04.25

**"We make letters, the collection becomes a word,
and our clients turn it into poetry."**

Marcel Wanders



"Nothing grows old faster than the new."

Marcel Wanders

FISCHBACHER 1819

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ANIMALIA GENEALOGY

Animalia Genealogy is a 3.5 cm-wide jacquard trimming, featuring a sequence of stylized animals that evoke archetypal figures from a pre-literate age. Giraffes, deer, or imaginary creatures emerge in primitive forms, as if etched into the fabric from an ancient tale. Discreet yet symbolic, these motifs underscore the deep connection between art, memory, and textile craft. Available in a single colourway.



NATURE'S CANVAS

Nature's Canvas is a fabric crafted from cotton, viscose, and linen—designed for both upholstery and decorative applications. A floral motif transforms through the dyeing process, creating a surface of subtle contrasts between smooth and textured sections. The chenille weave and drum-dyeing technique give the fabric a distinct vintage character. Thanks to its unique production process, each meter of Nature's Canvas bears slight variations—making every cut one of a kind.

Height: 140 cm.

Available in five colours.

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ECO SAGA

Eco Saga is an upholstery fabric with a sturdy warp made from natural low-impact fibres and a weft of recycled cotton. This combination results in a fabric that is both durable and highly sustainable. The roughness of the jute is softened by the chenille weft, creating a lively, natural texture.

Height: 140 cm
Available in six colours.



SACRED BARK

Sacred Bark is an upholstery fabric featuring a natural jute warp and a recycled cotton weft. The jacquard weave combines the rough texture of jute with the softness of chenille, creating an organic pattern that recalls the surface of tree bark. This blend of materials makes the fabric particularly sustainable.

Height: 140 cm
Available in three colours.



FISCHBACHER 1819

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PUFFY LOOM

Puffy Loom is a flat-weave durry rug with hand-knotted sections, made from jute, New Zealand wool, and viscose, with a cotton warp. The undyed jute creates natural colour variations, producing a dynamic mélange effect. The design arises from the alternation of materials: wool and viscose form the fleece, while jute and wool are used in the flat-woven areas. This blend creates a richly textured surface, playing with contrasts between soft and coarse elements. The bangs are crafted from jute and wool. Woven on a vertical loom, the rug is made using traditional techniques. The wool is hand-carded, and each piece reflects savoir-faire passed down through generations of weavers.

Available in one size and two colours.



ANIMALIA ECHO

Animalia Echo is a flat-weave durry rug made of jute and wool, with a cotton warp. The undyed jute introduces natural colour variations, resulting in a vibrant mélange effect. The pattern emerges from the interplay of wool and jute: some sections are woven entirely in wool, others in jute, and the central area combines both fibres. The wool areas appear matte, while the jute sections carry a subtle sheen. Thick yarns create a textured, rugged surface that emphasises the rug's natural appeal. Archaic animal figures—reminiscent of prehistoric stone carvings—appear within the design.

Woven on a vertical loom, the pattern is formed entirely through colour and material variations in the weave. The wool is hand-carded, and the rug is crafted using traditional techniques passed down through generations of artisan weavers.

Available in one size and two colours.

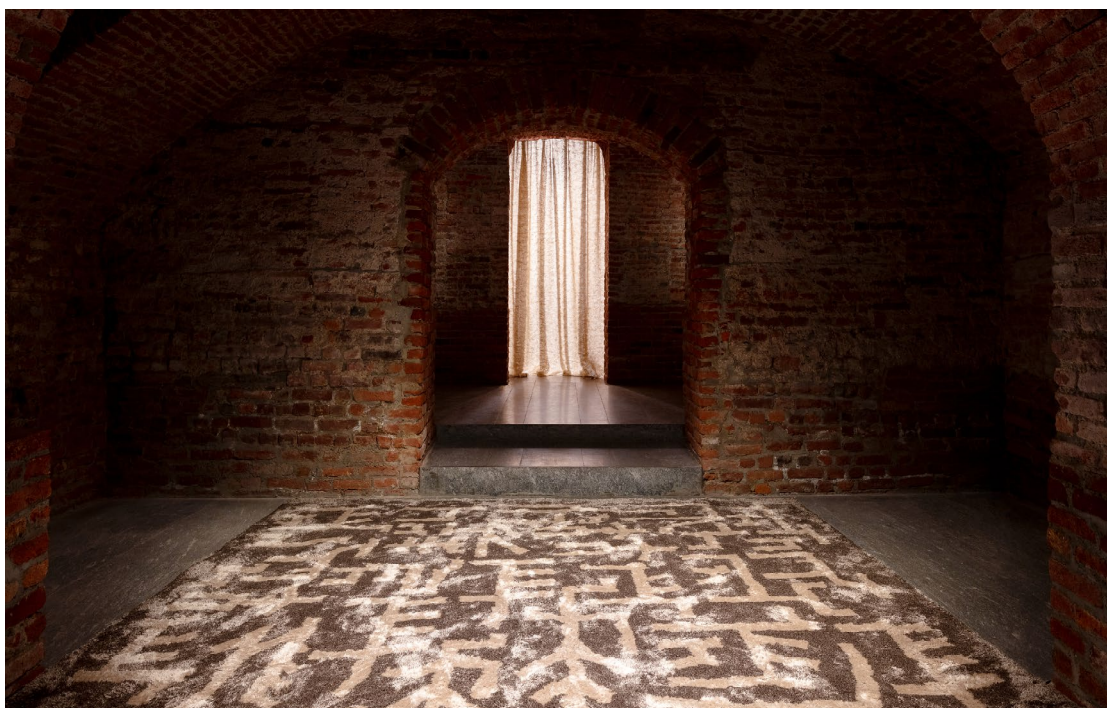
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ANIMALIA TRACES

Animalia Traces is a hand-tufted rug with a 25 mm high pile, creating a dynamic surface with a refined interplay of light and reflection. The Tencel yarn lends the rug a soft, silky touch. Inspired by prehistoric rock carvings, the design features a graphic pattern of animal figures. Hidden within the composition is a subtle detail that adds further depth: one of the animals carries the initials C and M—the signatures of Caterina Roppo and Marcel Wanders, the designers behind the entire Ancient Memories collection. Available in three sizes and two colours.



FISCHBACHER 1819

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Fischbacher 1819 is a globally successful Swiss purveyor of furnishing fabrics, carpets and wallcoverings for private and public spaces. The company's collection of luxurious textiles are created with great care, passion and creativity. Over two centuries after its foundation in 1819, the company is still in the hands of the same family. Today, Michael Fischbacher and Camilla Douraghy Fischbacher run the company in the 6th generation, and as passionately as the five generations before them. Michael as CEO and Camilla as Creative Director, in which capacity she is responsible for the creative development of the company's collections. The company's headquarters are located in St. Gallen, Switzerland, an important textile centre since the 13th century.

NOTES FOR JOURNALISTS

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