



thesign

SPRING 2021



cover: veldt 410, oasis 610
serengeti 640

savanna
sunrise

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SAVANNA SUNRISE

It is a good morning as a new dawn is upon us and it's full of energy and color. Inspiration can be found from the graphic adornment of Ndebele homes in South Africa, to the transformative colors of the first light breaking the stillness of the night. Returning to the tradition of the loom, this morning light is woven into unexpected textures, so serene yet full of vitality.

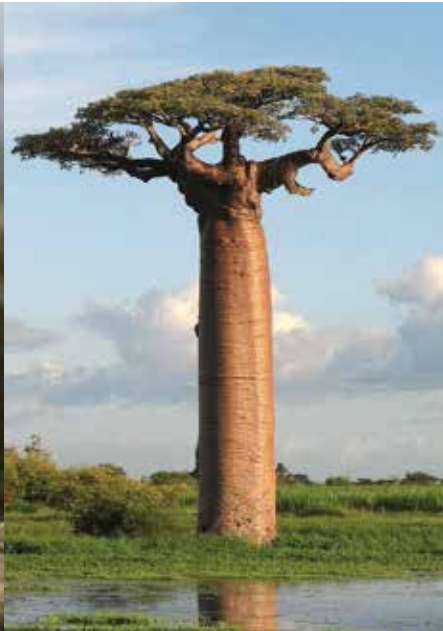
The collection has five fabrics for upholstery (Baobab, Oasis, Serengeti, Tribu, Veldt) in a total of 50 colorways. Linen is the thread running through them all, including a 100% linen velvet.

thesign has also added new colors to compliment the new collection for Flair, Gatsby, Gordon, and Madagascar. The new dawn is even brighter and more vibrant.

The Savanna Sunrise Collection exists in a world where the lines are simply bold, textures are crushingly rich, and colors are soothingly electric. **thesign** wanted to awaken these sensations, a new dawn means a day of possibilities is just ahead.

INSPIRATION





The savanna is neither dry like a desert nor wet like a forest – A biome that borders these extremes.

The sun rises and sets over the horizon. Scattered trees are landmarks stretching across a vastness north, south, east and west. Their canopies provide respite from the blazing sun.

These grassy plains are home to some of the majestic animals of our childhood dreams. Predators and prey are in perfect equilibrium.

Textures are abundant, the geometries are fractal, the colors are ever changing, the energy is undeniable.

It is in this aura that the collection was conceived. The savanna is the Circle of Life.



—
baobab
oasis
serengeti
tribu
veldt

flair
gatsby
gordon
madagascar
—



THE COLLECTION



baobab

ref.no. 30765

The majesty of its endurance and holder of myths is where this linen and cotton blend gets its name. Texturally elegant, it is a statement in unyielding confidence.

use: Drapery (heavy), Upholstery (medium)
content: 49%LI 46%CO 5%PA
width: 57.00 in / 144.00 cm
repeat: H 13.27 in / 33.70 cm - V 26.26 in / 66.70 cm
weight: 28.30 oz/ly / 878.00 gr/lm
testing results: 10000 Martindale, 60000 Wyzenbeek
cleaning & care:



120
milkweed



200
latte



400
masala



510
cardamom



540
sage



620
rose dust



660
spice



670
kumquat



680
burnt orange



700
turquoise



720
periwinkle



750
cornflower




900
carbon



oasis

ref.no. 30774

The hand loomed quality evokes a journey back to nature, while the éclat of the yarn gives it that touch of sophistication. This upholstery fabric accompanies Kalahari (30494) to complete the tribal glam.

use: Drapery (heavy), Upholstery (medium)
content: 65%CO 25%CV 10%LI
width: 54.00 in / 138.00 cm
repeat: H 6.89 in / 17.50 cm - V 4.72 in / 12.00 cm
weight: 23.10 oz/ly / 718.00 gr/lm
testing results: 10000 Martindale, 30000 Wyzenbeek
cleaning & care: 



120
white tiger



180
silverleaf



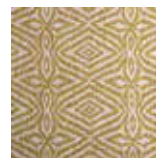
380
earthstone



510
key lime



520
palm tree



610
gold coast



660
beach blush



720
mariner blue



740
carribean wave



760
zebra



770
golden zebra








830
smokeshadow

serengeti

ref.no. 30759

A large pattern woven linen reminiscent of the fauna and landscape of a childhood safari. A bold selection of colors ensures capturing a savage beauty.

use: Drapery (heavy), Upholstery (medium)
content: 44%CV 34%CO 22%LI
width: 54.00 in / 138.00 cm
repeat: H 27.56 in / 70.00 cm - V 51.97 in / 132.00 cm
weight: 21.80 oz/ly / 676.00 gr/lm
testing results: 12000 Martindale, 15000 Wyzenbeek
cleaning & care:     



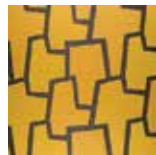
180
snow peak



190
concrete jungle



540
ripe avocado



640
honeycomb



650
burnt honey



680
deep blush



700
deep pacific








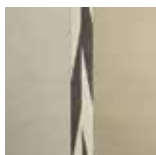
740
paradise cove

tribu

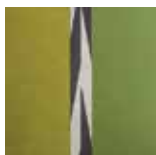
ref.no. 30760

A bold Jacquard stripe marks your territory on a duo-tone ground, when showing your tribe colors is not an option.

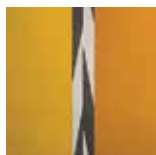
use: Drapery (medium), Upholstery (light)
content: 48%CO 38%LI 14%CV
width: 54.00 in / 138.00 cm
repeat: H 13.78 in / 35.00 cm - V 12.40 in / 31.50 cm
weight: 12.90 oz/ly / 400.00 gr/lm
testing results: 12000 Martindale
cleaning & care:     



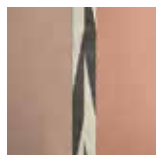
180
white stone



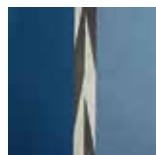
540
lemon avocado



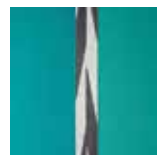
640
gold amber



680
dusty blush



700
tidepool ocean

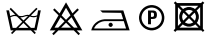


740
gulf laguna

veldt

ref.no. 30729

Just as the grasslands brushes against the savanna morning sky, we are lost in our senses with this linen velvet. Soft yet durable, it is a new era of velvets.

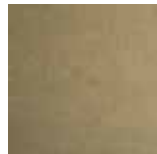
use: Upholstery (medium)
content: 100%LI
width: 55.00 in / 140.00 cm
weight: 30.70 oz/ly / 952.00 gr/lm
testing results: 35000 Martindale, 18000 Wyzenbeek
cleaning & care: 



100
first snow



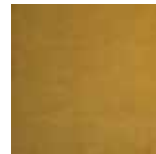
200
foam



300
taupe



400
marigold



410
fawn



500
lichen



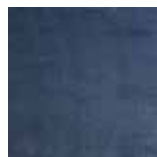
550
moss



600
hint of pink



700
pond spring



750
big sky



900
field mouse

flair

ref.no. 10968

Durable heavy weight fabric. Simple but intriguing texture, like layers of shifting stone.

use: Upholstery (medium)
content: 39%CO 34%CV 13%PAN 10%LI 4%PES
width: 53.00 in / 135.00 cm
weight: 30.30 oz/ly / 940.00 gr/lm
optional treatments: FR-Treatment (NFPA 701), SR-Treatment/Nanotex
testing results: 10000 Martindale, 45000 Wyzenbeek
cleaning & care:



100
whipped cream



120
white rabbit



230
beach day



400
mustard gold



500
april green



610
pale apricot



640
clementine



700
glacier blue



710
peacock*



720
aquamarine*



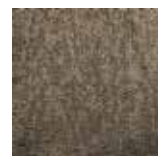
770
deep atlantic



780
indigo*



830
sandstone



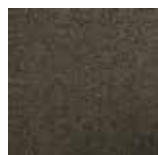
840
taupe



860
slate



910
granite



930
pewter



980
pyrite




990
blackout

*new colors

gatsby

ref.no. 30491

Jacquard woven, light upholstery, decorative, drapery and wallcovering. Subtle shine, creates depth and dimension, Inspired by the Great Gatsby, inviting touchable fabric.

use: Drapery (medium)
content: 82%LI 18%SE
width: 55.00 in / 140.00 cm
repeat: H 27.76 in / 70.50 cm - V 31.10 in / 79.00 cm
weight: 19.00 oz/ly / 588.00 gr/lm
optional treatments: Trevira CS possible
cleaning & care: 



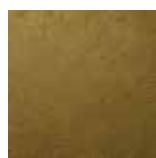
120
ivory



230
silver



320
champagne



400
golden aura*



450
canary diamond



500
parsley



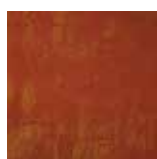
540
shamrock



600
blazing sunset



650
tangerine dream



660
deep
persimmon



700
navy



750
ocean voyage



760
periwinkle*



770
ultramarine



780
seafoam*








980
graphite*

*new colors

gordon

ref.no. 30614

Disrupted basketweave in a cotton/linen/viscose blend. Dense, sleek, sinewy texture lends itself to both drapery and upholstery. Authentic, uneven, smooth, like worn cobblestones. The path you've been waiting to take.

use: Drapery (heavy), Upholstery (medium)
content: 39%CO 34%CV 13%PAN 10%LI 4%PES
width: 54.00 in / 138.00 cm
weight: 31.00 oz/ly / 960.00 gr/lm
testing results: 20000 Martindale, 27000 Wyzenbeek
cleaning & care:     



100
snow white



230
silverlight



290
pink dawn



400
summer sun



500
fresh meadow



640
tangerine



710
peacock*



720
aquamarine*



780
indigo*




910
koala grey

*new colors

madagascar

ref.no. 30745

Thick chunky basketweave, in a luxuriously dense wool/cotton blend. Soft, handwoven texture feels both primitive and sophisticated, timeless and fresh. In neutral shades, as well as surprising two-color duets.

use: Drapery (heavy), Upholstery (heavy)
content: 34%WO 34%PAN 30%CO 2%PES
width: 53.00 in / 135.00 cm
weight: 33.30 oz/ly / 1032.00 gr/lm
testing results: 30000 Martindale, >50000 Wyzenbeek
cleaning & care: 



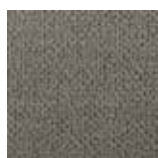
120
creme



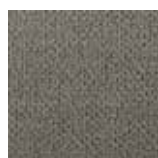
180
dove wing*



200
buff



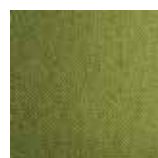
300
stone



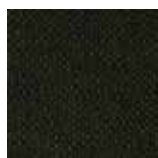
300
stone



450
harvest gold



540
parrot green*



550
forest



600
apple
cranberry



640
honey melon*



680
pink ice*



700
sailfish*



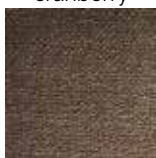
740
nassau blue*



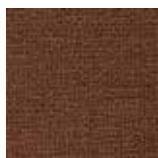
760
plumberry



790
navy



850
earth



860
cinnamon
spice



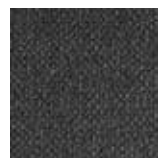
890
double
chocolate



900
cloud



920
pewter

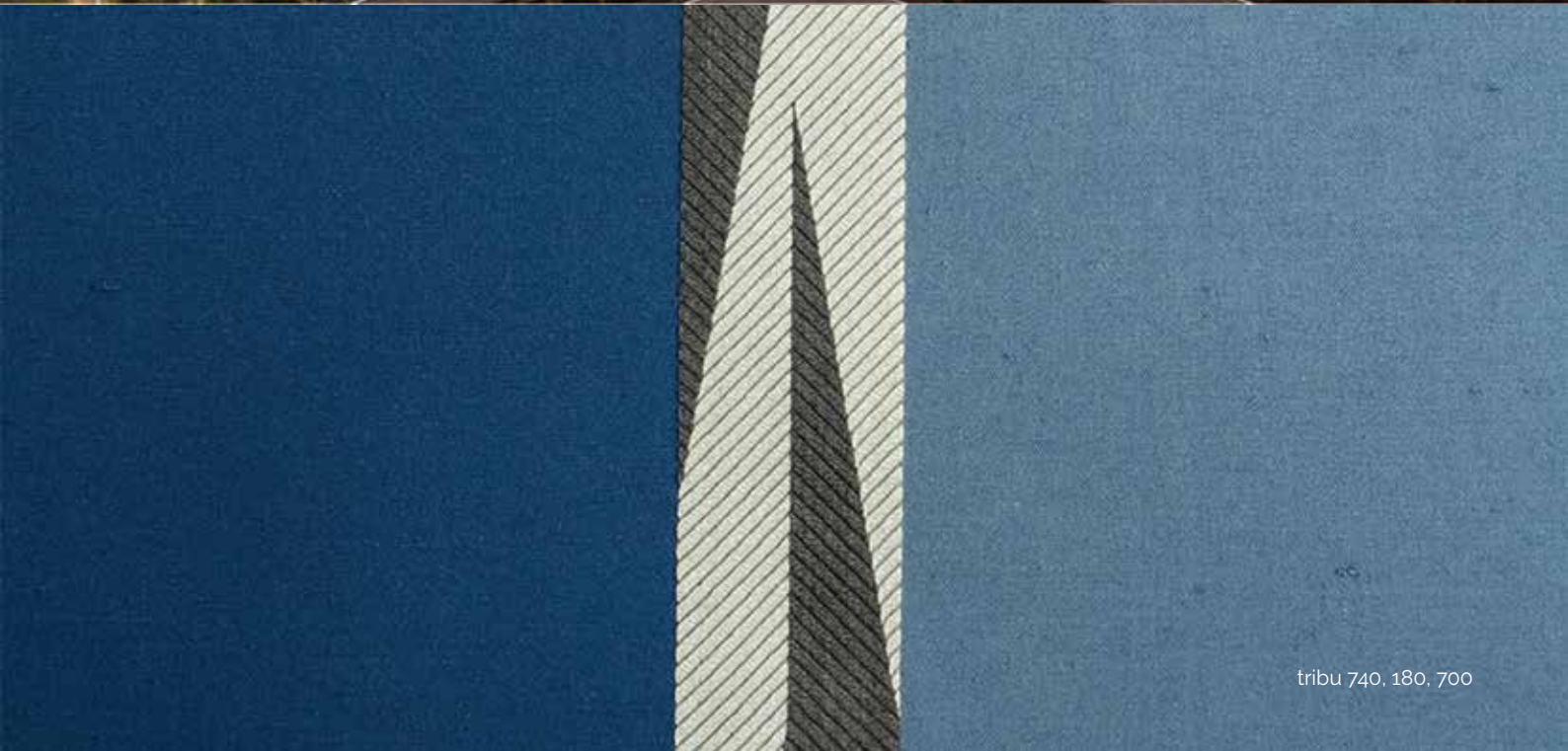
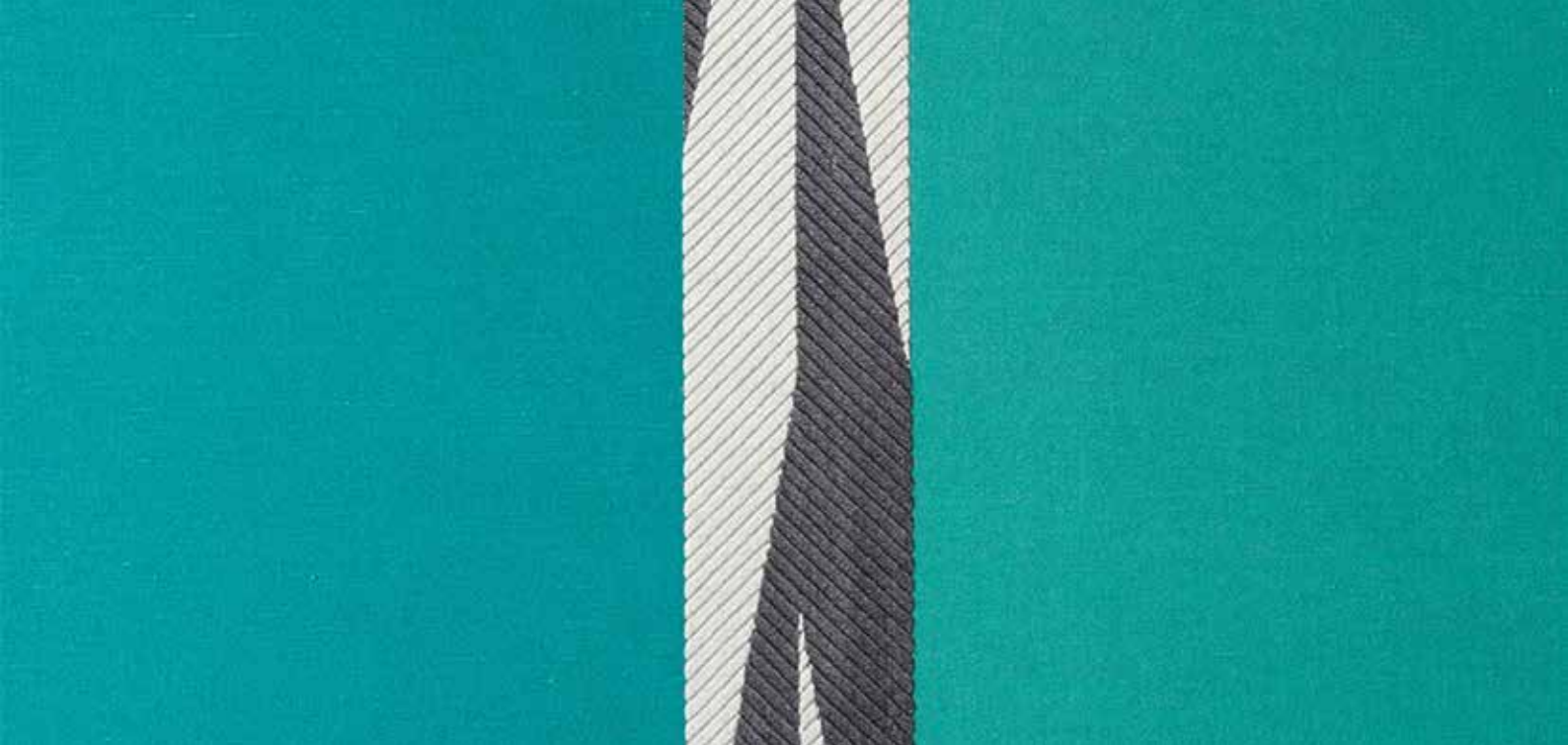


970
slate



990
midnight

*new colors



The first part of the paper discusses the importance of understanding the cultural context of the research. It highlights how cultural differences can influence the interpretation of data and the design of the study. The author argues that researchers must be aware of these differences to avoid misinterpretation and ensure the validity of their findings.

The second part of the paper focuses on the methodology used in the study. It describes the sampling process, the data collection methods, and the statistical analysis performed. The author emphasizes the need for transparency in reporting the methodology to allow for replication and critical evaluation of the results.

The third part of the paper presents the results of the study. It includes a detailed description of the data and the statistical analysis. The author discusses the findings in the context of the research objectives and the cultural context. The results show that there are significant differences in the variables being studied, which are influenced by cultural factors.

The fourth part of the paper discusses the implications of the findings. It explores how the results can be used to inform practice and policy. The author suggests that the findings have important implications for understanding cultural differences and their impact on the variables being studied.

The fifth part of the paper concludes the study. It summarizes the main findings and the contributions of the research. The author also discusses the limitations of the study and suggests areas for future research.



ROADLINE ROTATION

group 1

1.

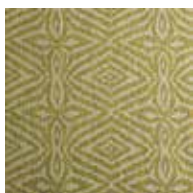


30614

gordon

400 summer sun

2.



30774

oasis

510 key lime

3.



30765

baobab

540 sage

4.



30491

gatsby

760 ocean voyage

5.



30729

veldt

500 lichen

6.



30760

tribu

540 lemon avocado

7.



30745

madagascar

540 parrot green

8.



30729

veldt

750 big sky

9.



30759

serengeti

190 concrete jungle

group 2

1.

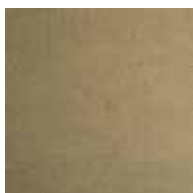


30491

gatsby

320 champagne

2.



30729

veldt

300 taupe

3.

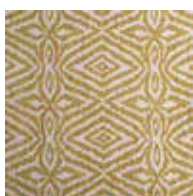


30765

baobab

660 spice

4.

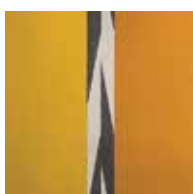


30774

oasis

610 gold coast

5.



30760

tribu

640 gold amber

6.

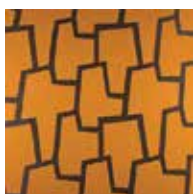


30745

madagascar

640 honey melon

7.



30759

serengeti

650 burnt honey

group 3

1.



30729

veldt

600 hint of pink

2.



30774

oasis

660 beach blush

3.



30729

veldt

400 marigold

4.



30765

baobab

400 masala

5.

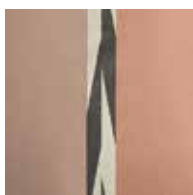


30745

madagascar

680 pink ice

6.



30760

tribu

680 dusty blush

7.



10968

flair

610 pale apricot

8.



30491

gatsby

980 graphite

9.



30759

serengeti

680 deep blush





Do not wash



Do not bleach



Iron at low temperature



Do not iron



Dry clean, tetrachloroethylene (PCE) only



Gentle cleaning with PCE



Do not tumble dry



CARE INSTRUCTIONS

ABOUT **thesign**



PATRICK STIEGER

As both CEO and lead designer, Patrick Stieger is the engine and the fuel behind **thesign**. A native of Switzerland, Patrick combines the best of European traditions with American innovation. He fell in love with textiles at a young age, inspired by his father, company founder Engelbert Stieger. His father also instilled in Patrick's a deep commitment to excellence, and pride in the Stieger Company name.

thesign collections reflect Patrick's style and taste in every sense – classic, strong, elegant, edgy, with an eye to history, and elements of mystery, surprise and illusion. A former race car driver, Patrick brings edge, intensity, and a passion for life into all aspects of his work. As his passion project, **thesign** represents his finest work to date, both as an artist and designer.

TIMELINE

| | |
|-------------------|--|
| 1952-1959 | Engelbert E. Stieger, a Swiss, worked in the textile industry in the USA |
| 1962 | Engelbert founded the Stieger company in Switzerland. |
| '70 – '80 | The Engelbert E. Stieger company grew very fast, becoming key supplier of many world leading textile companies all over the world. |
| 1982 | Purchase of the SIAG Heimtextilien. |
| 1982 | Sears Roebuck & Company product development award for outstanding product development. |
| 1985 – '86 | Engelbert E. Stieger started collecting vintage Ferraris. The world-famous Ferrari collection is open for public upon request. |
| 1994 | Purchase of the Kopp AG, dyeing and finishing producer. |
| 1998 | Patrick Stieger, Engelbert's elder son, founded the thesign , to be a high-end luxury brand with the highest standards serving other discriminating brands of quality all over the world. |
| 1999 | Engelbert Stieger handed over the management of the Stieger Group to his sons, the second generation, Patrick and Christoph Stieger. |
| 2012 | thesign started its own label, serving markets through their exclusive partners worldwide. |
| 2017 | Swiss based thesign becomes its own company. Patrick Stieger is its driving force. |

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