



HODSOLL MCKENZIE
LONDON

UTOPA

COLLECTION 21/22



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UTOPIA

Is there any greater incentive than the dream of a better life? And is there any greater motivation than a better life for all? Surely not. The dream becomes a vision and the vision becomes a concrete plan for the best possible future, a utopia. And even if it cannot be realised in its entirety, it can still serve as a guiding light and goal.

Because one thing is for sure: the path to a better future is much easier to follow if you come equipped with a good plan. And this is the path that Hodsoll McKenzie have chosen to take with their 2021 collection.

Moving forward, the goal is to create solutions for environmental issues within the industry. Natural materials will be sourced responsibly and within the local region when possible. The production processes will strive to be environmentally friendly and innovative; also the designs shall honor their textile culture and history. The fabrics are intended to enable users to design spaces that are in harmony with nature, not just aesthetically but intrinsically. These fabrics aim to help create an oasis that simultaneously promotes safety, health and invites people to dream of a better future. After all, it is no coincidence that many a utopian novel is set on a desert island, as this landscape enables one to implement possible solutions on a small scale.

Many of the fabrics in the 2021 collection bear the names of real and fictional islands.

The Garden of Eden is as present as an animal that has paradise in its name. This collection represents Hodsoll McKenzie's first steps towards sustainability. The journey is long, but what better reason to embark on an adventure towards the prospect of a better future?



FLOREANA

OVERVIEW



21271-838



21271-854



21271-867



21271-873

NAME Floreana
ARTICLE NUMBER 21271
CATEGORY Decoration

FABRIC WIDTH 140 cm
MATERIAL 100 % LI
MARTINDALE

PROPERTIES Hand wash cold
CARE INSTRUCTIONS

Floreana, an island in the south of the Galápagos archipelago, volcanic on one side and tropical on the other, some 1,000 kilometers from the mainland, was the scene of a grotesque sex-and-crime affair in 1934 among its first inhabitants – German dropouts who, according to legend, preferred to be naked and live in a corrugated iron hut. In the collection, FLOREANA is an exquisite Belgian linen fabric, delicate, shimmering and of an understated two-tone color. A graphic foliage is embedded in a strong zig-zag stripe, a bit like lush tropical plants on a corrugated iron roof.




21271-891



21271-899

NAME Floreana
ARTICLE NUMBER 21271
CATEGORY Decoration

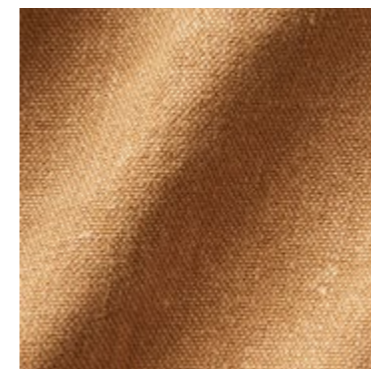
FABRIC WIDTH 140 cm
MATERIAL 100 % LI
MARTINDALE

PROPERTIES Hand wash cold
CARE INSTRUCTIONS 



TERRA NOVA

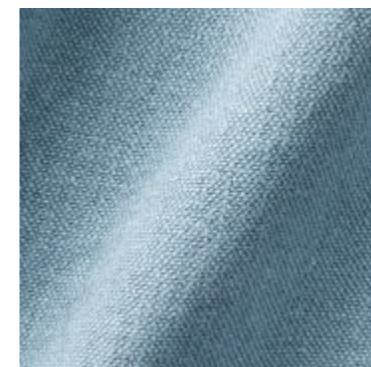
OVERVIEW



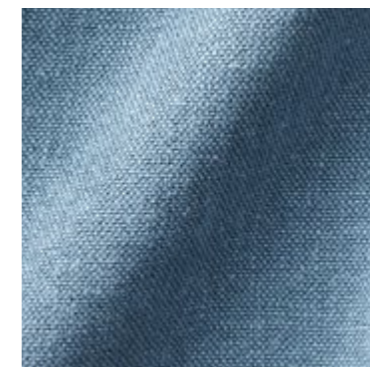
21272-114



21272-999



21272-553



21272-557

NAME Terra Nova
ARTICLE NUMBER 21272
CATEGORY Upholstery

FABRIC WIDTH 140 cm
MATERIAL 100 % HA
MARTINDALE 50.000

PROPERTIES Hand wash cold
CARE INSTRUCTIONS

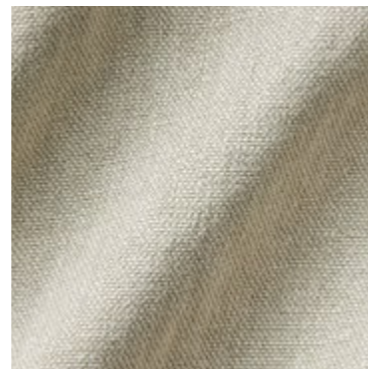
Hardly any other name is as self-explanatory and therefore as popular for fictional places as Terra Nova – the new world. It contains a pioneering spirit, the joy of discovery and confidence in a better, richer and happier future. In the field of sustainable materials, the exceptionally undemanding hemp is a good alternative to cotton, and yet hemp is the oldest plant of mankind. It requires hardly any work to cultivate, grows up to four meters high, pests do not like its scent, it needs comparatively little water, and in the crop rotation hemp has a positive effect on the yield of other plants. The hemp quality TERRA NOVA has an aristocratic heaviness, yet remains particularly soft and flowing, and its used look due to the stone-washing process gives the upholstery its own coolness. Like linen, but even more sustainable.



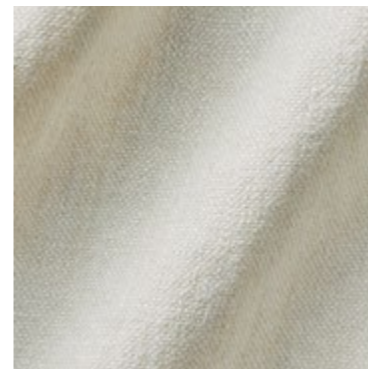
21272-558



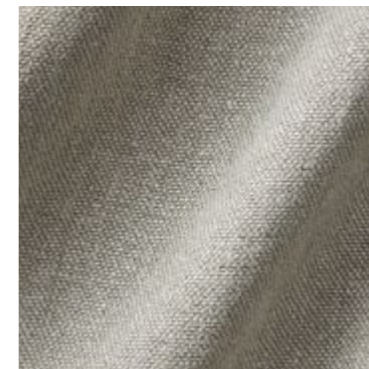
21272-775



21272-891



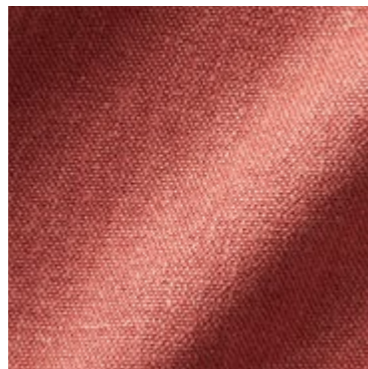
21272-990



21272-992



21272-999



21272-336

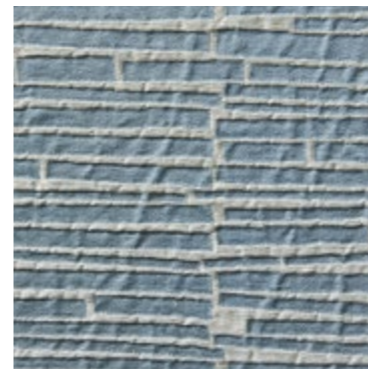
NAME Terra Nova
ARTICLE NUMBER 21272
CATEGORY Upholstery

FABRIC WIDTH 140 cm
MATERIAL 100 % HA
MARTINDALE 50.000

PROPERTIES Hand wash cold
CARE INSTRUCTIONS



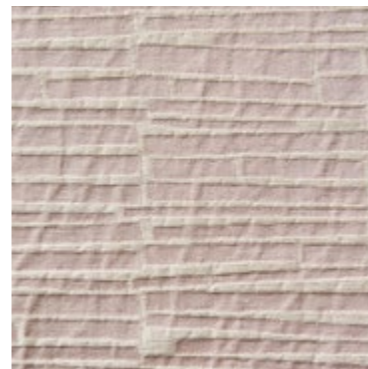
BENSLEM



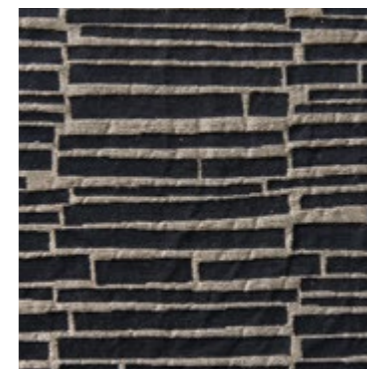
21273-593



21273-682



21273-831



21273-984

OVERVIEW

NAME

Bensalem

ARTICLE NUMBER

21273

CATEGORY

Decoration

FABRIC WIDTH

150 cm

MATERIAL

56 % LI, 44 % CO

MARTINDALE

PROPERTIES

Hand wash cold

CARE INSTRUCTIONS



As early as 1627, Francis Bacon drew the picture of the city of Bensalem in his utopian novel Nova- Atlantis, whose energy is generated by wind, water and solar power and whose basic order is characterized by pacifism and humanism. The jacquard fabric BENSLEM made of a linen-cotton blend, however, has a delicately contrasting and striped look. It was made in Italy in a GOTS-certified weaving mill.



21273-990

OVERVIEW

NAME

Bensalem

ARTICLE NUMBER

21273

CATEGORY

Decoration

FABRIC WIDTH

150 cm

MATERIAL

56 % LI, 44 % CO

MARTINDALE

PROPERTIES

Hand wash cold

CARE INSTRUCTIONS





TIKOPIA



21274-595



21274-687



21274-884



21274-892

OVERVIEW

NAME Tikopia
ARTICLE NUMBER 21274
CATEGORY Upholstery

FABRIC WIDTH 145 cm
MATERIAL 36 % HA, 36 % CLF, 24 % CO, 4 % PES
MARTINDALE 22.000

PROPERTIES
CARE INSTRUCTIONS

This upholstery fabric is made from a yarn combination of hemp and Tencel, i.e. a natural fiber combined with a viscose yarn from Austria, which is produced from domestic woods in a closed energy, water and chemical cycle. The result is a robust quality with a particularly natural feel and amazing drapability, which gains a special elegance through a filigree pattern.



21274-991



21274-996

NAME Tikopia
ARTICLE NUMBER 21274
CATEGORY Upholstery

FABRIC WIDTH 145 cm
MATERIAL 36 % HA, 36 % CLF, 24 % CO, 4 % PES
MARTINDALE 22.000

PROPERTIES
CARE INSTRUCTIONS 



BURDWOOD RE

OVERVIEW



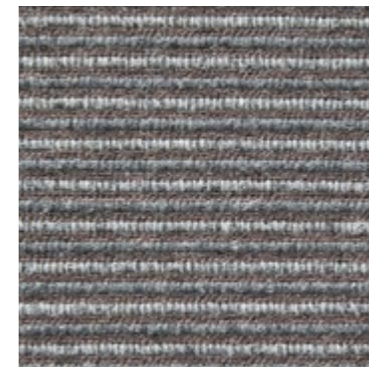
21275-598



21275-786



21275-890



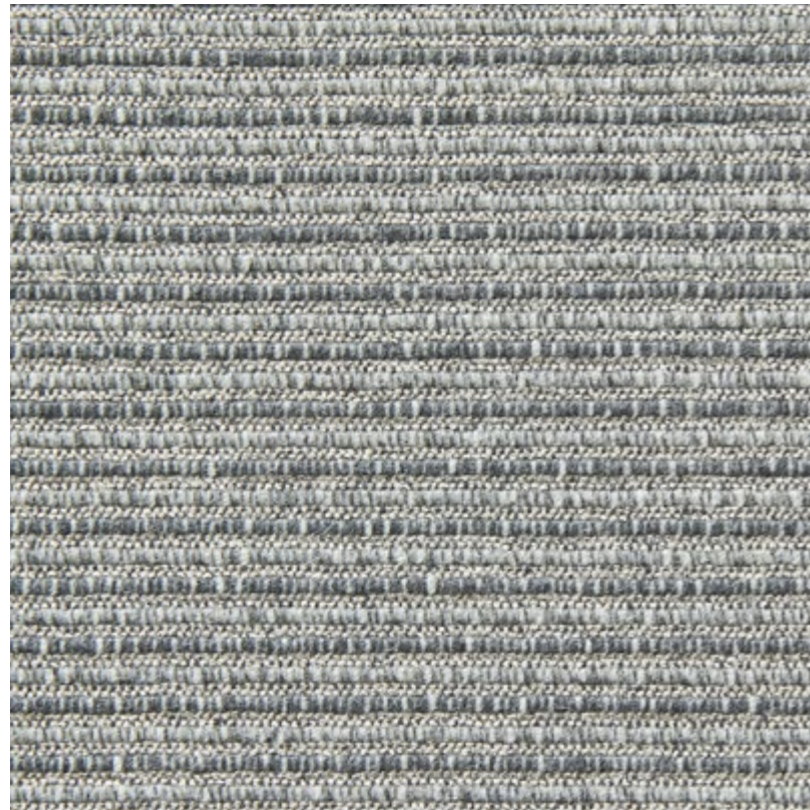
21275-894

NAME Burdwood RE
ARTICLE NUMBER 21275
CATEGORY Upholstery

FABRIC WIDTH 145 cm
MATERIAL 45 % WO, 35 % WS, 15 % CV, 5 % CO (incl. 35% cashmere recycled)
MARTINDALE 20.000

PROPERTIES 
CARE INSTRUCTIONS 

Italy has been an important center of Europe's textile tradition since as early as the 13th century, and has been a stronghold of innovation in the recycling of woolen fabrics since the 19th century. In the recycled cashmere quality BURDWOOD with its striped design in earthy shades, innovative meets traditional and Italian know-how meets British understatement. An upholstery fabric that is both firm and soft, inspiring a wide range of uses.



21275-982

OVERVIEW

NAME
Burdwood RE

ARTICLE NUMBER
21275

CATEGORY
Upholstery

FABRIC WIDTH
145 cm

MATERIAL
**45 % WO, 35 % WS,
15 % CV, 5 % CO (incl. 35%
cashmere recycled)**

MARTINDALE
20.000

PROPERTIES



CARE INSTRUCTIONS



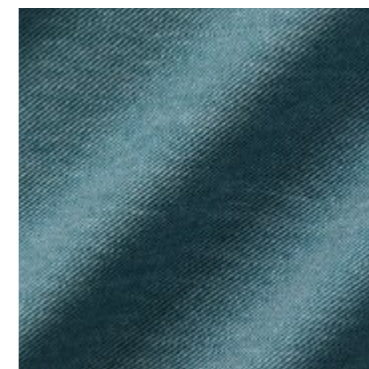


BOUVET RE

OVERVIEW



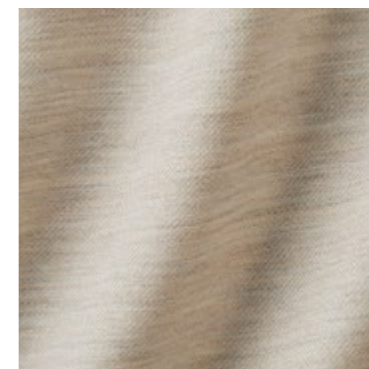
21276-594



21276-677



21276-765



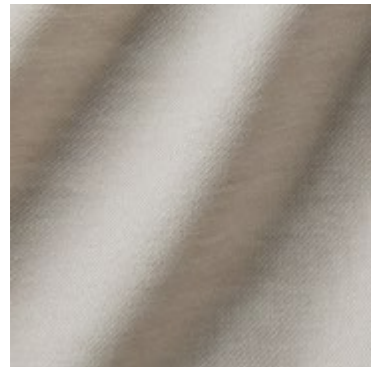
21276-981

NAME Bouvet RE
ARTICLE NUMBER 21276
CATEGORY Sheers

FABRIC WIDTH 290 cm
MATERIAL 50 % WV, 50 % PES (incl. 50 % polyester recycled)
MARTINDALE

PROPERTIES
CARE INSTRUCTIONS

BOUVET is a semi-transparent quality in double width consisting of equal parts of mulesing-free merino wool and recycled polyester. Because of the consistently white warp yarn, the color palette of BOUVET remains soft and friendly at all times, a little like an icy landscape, such as the one on the world's loneliest island: Bouvet Island.



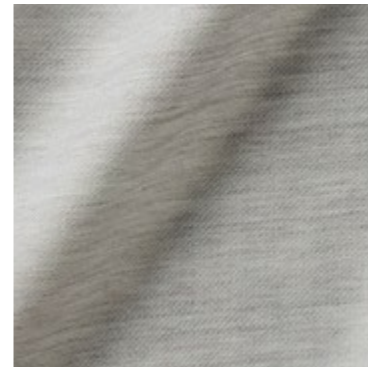
21276-983



21276-986



21276-990



21276-992

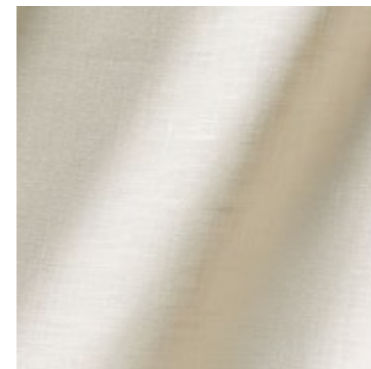
NAME Bouvet RE
ARTICLE NUMBER 21276
CATEGORY Sheers

FABRIC WIDTH 290 cm
MATERIAL 50 % WV, 50 % PES (incl. 50 % polyester recycled)
MARTINDALE

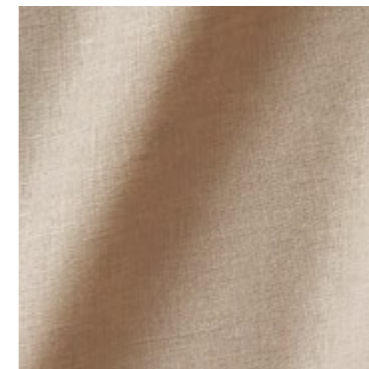
PROPERTIES
CARE INSTRUCTIONS



SUPERB BIRD FLOWN



21277-883



21277-895



21277-990

OVERVIEW

NAME Superb Bird Flown
ARTICLE NUMBER 21277
CATEGORY Decoration

FABRIC WIDTH 140 cm
MATERIAL 100 % LI
MARTINDALE

PROPERTIES
CARE INSTRUCTIONS

The basic fabric of SUPERB BIRD impresses with a particularly dry and natural linen feel, which is visually supported by the fine movement and flamé effect of natural linen. And the promise of look-and-feel is kept, because SUPERB BIRD FLOWN is a GOTS-certified fabric and therefore free of toxins and produced in a socially responsible way.



ROSEVEAR

OVERVIEW



21278-584



21278-881



21278-882



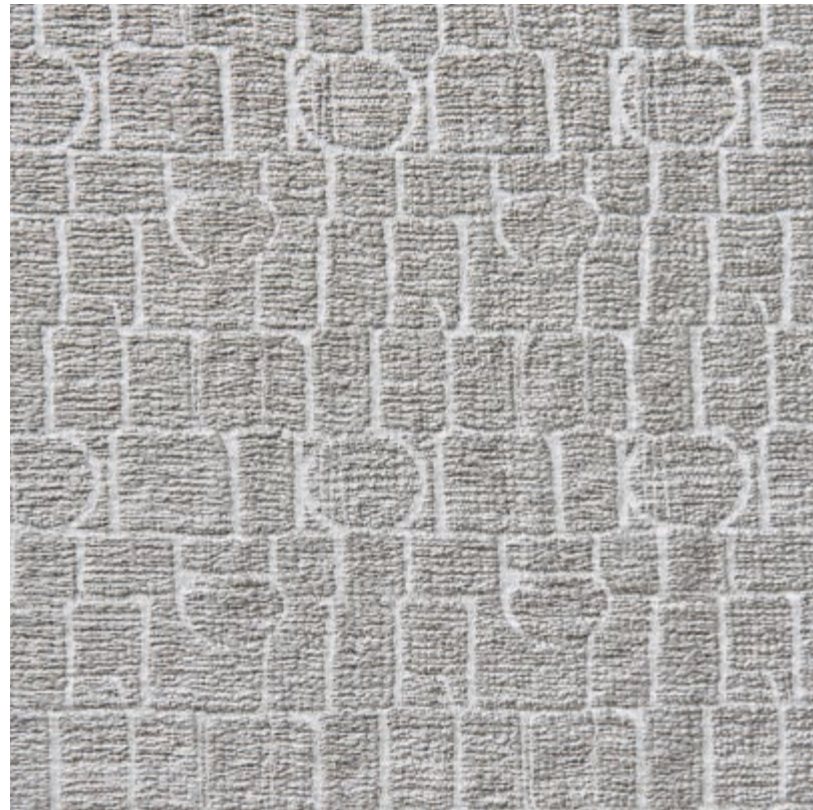
21278-985

NAME Rosevear
ARTICLE NUMBER 21278
CATEGORY Decoration

FABRIC WIDTH 150 cm
MATERIAL 75 % LI, 25 % CO
MARTINDALE

PROPERTIES
CARE INSTRUCTIONS

Three things come together in this article that would probably never have found each other otherwise: the medieval Boutis technique interpreted as a jacquard of linen and cotton, the arrangement of a print designed by Al Eklund in 1958 showing birdcages, and the legend of an opera singer who died in a shipwreck in 1784 and who is said to still eke out an existence as a ghost on the uninhabited island of Rosevear southwest of England. ROSEVEAR is therefore a true conversation piece. But especially because this handcrafted quality with subtle two-tone coloring is made in a traditional Italian GOTS-certified weaving mill.



21278-993

OVERVIEW

NAME

Rosevear

ARTICLE NUMBER

21278

CATEGORY

Decoration

FABRIC WIDTH

150 cm

MATERIAL

75 % LI, 25 % CO

MARTINDALE

PROPERTIES

CARE INSTRUCTIONS





EDEN



21279-583



21279-985



21279-991

OVERVIEW

NAME Eden
ARTICLE NUMBER 21279
CATEGORY Decoration

FABRIC WIDTH 145 cm Usable Width: 138 cm
MATERIAL 90 % CO, 10 % LI
MARTINDALE

PROPERTIES
CARE INSTRUCTIONS

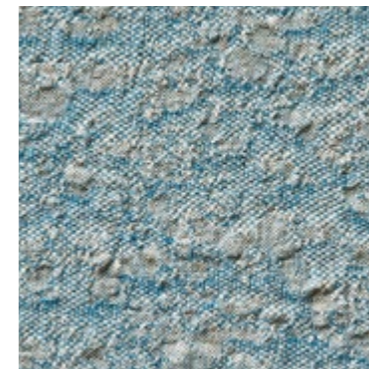
Paradise interpreted as lush foliage that stands vividly in space through a two-colour interplay of background and foreground. The all-over motif was digitally printed with a GOTS-certified reactive ink onto a cotton base produced in the Better Cotton Initiative (BCI) programme, which requires neither pre-treatment nor post-treatment. This innovative technology from our traditional textile printer in the North of England is not only water and energy efficient, but also produces particularly high light fastness and durability results.



ANTILIA



21280-383



21280-685



21280-881



21280-987

OVERVIEW

NAME Antilia
ARTICLE NUMBER 21280
CATEGORY Decoration

FABRIC WIDTH 125 cm
MATERIAL 100 % LI
MARTINDALE

PROPERTIES Recommend puddle on the floor
CARE INSTRUCTIONS

Aristotle mentioned it, Christopher Columbus is said to have rested on it and no less than seven bishops and a few followers are said to have founded a new civilization on it. Its sand is interspersed with silver, they say. But the island of Antilia never existed. The ANTILIA fabric, on the other hand, appears like a shimmering silver sand dune with its organic pattern. From cultivation to finished product, this item was traditionally produced in Belgium without the use of pesticides and with significant water savings compared to cotton. The result is a linen fabric as soft as a duvet and as resilient as a lightweight upholstery.

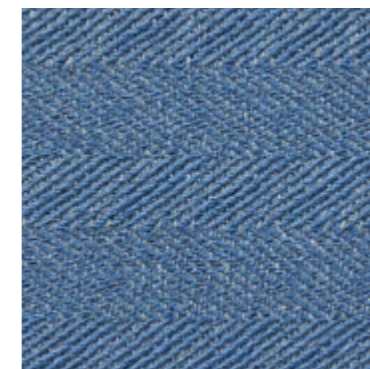


HOWLAND RE

OVERVIEW



21281-184



21281-557



21281-785



21281-888

NAME Howland RE
ARTICLE NUMBER 21281
CATEGORY Decoration

FABRIC WIDTH 270 cm
MATERIAL 52 % CO, 34 % LI, 10 % PES, 4 % AF (incl. 52 % Cotton + 10 % Polyester recycled)
MARTINDALE

PROPERTIES
CARE INSTRUCTIONS

Halfway from Hawaii to Australia lies the small island of Howland, whose little fame is mainly due to the aviation pioneer Amelia Earhart who in 1937 wanted to be the first person to circumnavigate the world at its greatest extent. On Howland, she made a stopover – and remained lost forever. In the collection, HOWLAND is one of the few items with synthetic content. A mixture of recycled cotton and recycled polyester combined with linen was the deciding factor. The result is a dense yet soft herringbone that looks natural in earthy tones and almost sporty and functional when you choose a bright color.



21281-893



21281-956



21281-982



21281-990



21281-991

NAME Howland RE
ARTICLE NUMBER 21281
CATEGORY Decoration

FABRIC WIDTH 270 cm
MATERIAL 52 % CO, 34 % LI, 10 % PES, 4 % AF (incl. 52 % Cotton + 10 % Polyester recycled)
MARTINDALE

PROPERTIES  
CARE INSTRUCTIONS      



SUPERB BIRD



21282-883



21282-895



21282-990

OVERVIEW

NAME

Superb Bird

ARTICLE NUMBER

21282

CATEGORY

Decoration

FABRIC WIDTH

140 cm

MATERIAL

**100 % LI
Embroidery: 100 % CV**

MARTINDALE

PROPERTIES

CARE INSTRUCTIONS



According to an old Japanese legend, if you have folded 1000 cranes, you have a wish to the gods. Perhaps the same is true if you embroider them? This adaptation of a print by Lisa Grönwall from 1962 lets the birds fly on a lightweight GOTS-certified linen ground. The embroidery thread is made from an Ecovero viscose, which is obtained from certified renewable wood sources and has been awarded the EU Ecolabel.

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