

A.S. Création Press Release

Gummersbach, June 2022

BOS – THE BATTLE OF STYLE

Home is not a place, it's a way of life.

With the new BATTLE OF STYLE collection by A.S. Création it's time once again to showcase your home and give your creativity free rein.

The collection consists of ten impressive themes with a choice of corresponding colours and patterns, with something for everyone.

Botanic – plants in all their glory

Living styles with a natural touch are all the rage and the modern interpretation of floral wallpapers is a perfect fit, bringing comfort and warmth to every room.

Stone – endless combination possibilities

The period houses in Bruges with their stone walls are more in demand than ever in any colour, whether in combination with wooden floor and accessories made from natural materials in the style of the modern country house or in the urban industrial style.

Concrete – optical illusions enliven the walls

3D patterns and optical illusions in concrete effect make the walls exciting but not overpowering. The diamond-shaped 3D pattern is a perfect match for the minimalist industrial interior style.

Leaves – love at first sight

The leaf wall with its wonderfully natural structure guarantees the wellbeing factor in every room. The natural vibes of the stylised leaf shapes with metallic effects create a lively, fresh atmosphere.

Arts – just like a work of art

The rough background structure is infused with precious metal veins, giving the wall the look of a unique work of art. Whether retro, modern country house or urban chic, this wallpaper adds character to any style.

Blossom – a floral excess

This brings the wall alive with colour. Whether replicating the old masters or providing a fresh burst of colour, the riot of blossom on the wall is simply a dream.

Romance – an airy, light beauty

With ferns and leaves in shimmering colours the wallpaper has a romantic feel – an airy, light beauty on the wall combined with pastel tones for a touch of Scandinavian hygge.

Textiles – beauty and elegance

The rough textile structure with its shimmer and shine effects adds genuine class. A tidy and yet exciting look that is just as much at home in an elegant library as in a modern living room.

Stars – a magical, harmonious look

The delicate star-shaped all-over pattern creates a magical, harmonious look, with, for instance, one of the new trend colours, a light, powdery blue that is like a breath of fresh air in any room.

Stripe – a beautiful ornamental addition for the home

Striped wallpaper characterised by a clear design, great diversity and a special effect. A versatile all-rounder to suit all individual tastes. Light stripes in gold or silver are a great ornamental addition for the home.

As well as the new collection there will be a design contest - THE BATTLE OF STYLE. The aim of this is to inspire consumers and get their creative juices flowing.

Which wallpapers and furnishing ideas are in demand, which combinations are real eye-catchers or would you prefer to swim against the tide with creative ideas?

The contest is open to anyone – go wild in the confines of your own four walls, take a photo and send it.

To take part, just scan the QR code and off you go!

And now it's your turn: In our grand design contest „THE BATTLE OF STYLE“ we want to see your style. How do today's trend scouts live? Which wallpapers and furnishing ideas are in demand, which combinations are real eye-catchers? Send us a photo of your personal interior design highlights – with wallpapers from the “BOS” collection. All for the chance to win 3,000 euros. So what are you waiting for? Choose your favourite from the “BOS” collection and off you go.

Collection BOS – THE BATTLE OF STLYE

Brand: A.S. Création

Period: 2025

Material: Vlies

Contents: 88 Wallpapers