

# *de Le Cuona*

PRESS RELEASE

AESTHETICS AND ETHICS

STYLE AND SUSTAINABILITY IN DESIGN



Driven by the belief that beauty originates in nature, de Le Cuona founder Bernie de Le Cuona seeks out natural fibres for her unique interior fabrics but in a sustainable way. This theme is explored in a special event taking place at de Le Cuona's Pimlico showroom during the London Design Festival.

*Aesthetics and Ethics* invites leading experts in the design world to discuss if style and sustainability go hand in hand. Join author and journalist Helen Chislett who chairs a panel conversation with Bernie de Le Cuona, Maria Speake the creative force behind Retrouvius and vanguard of the sustainability movement who believes that good materials and well-made things are precious, and Oliver Heath advocate of sustainable architecture and specialist in sustainable and biophilic design.

The event takes place on 18 September from 4-5.30pm at de Le Cuona's Pimlico store, a new type of fabric house - one of tactility, respect for natural materials and craftsmanship partnered with innovative thinking.

Event: Aesthetics and Ethics

Date: Wednesday 18 September

Time: 4 - 5.30pm

Location: de Le Cuona, 44 Pimlico Road, London SW1W 8LP

Pimlico Road Design District

Free ticketed event (tickets via Eventbrite)

#### About

de Le Cuona's flagship store at 44 Pimlico Road refashions the fabric house in one of London's most exciting and established design districts. The store marks 25 years of this global luxury brand and trailblazer of natural sustainability in interior textiles.

de Le Cuona has showrooms in London, New York and a network of distributors and agents worldwide. Headquarters in Royal Windsor.

#### CONTACT DETAILS

de Le Cuona

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