

# TRISTAN AUER — BY LELIÈVRE PARIS



Press kit

Najd Collection  
2022

# « Embark on a journey of sight and touch to the *Najd* desert. »

— *Collection Najd*, Tristan Auer



Photo credit: Amaury Laparra

## Introduction

Embark on a journey of sight and touch to the *Najd* desert: We introduce the eponymous collection created by architect and designer Tristan Auer and edited by Lelièvre Paris. More than a century's expertise in the creation and manufacturing of exceptional fabrics meets the world-renowned design aesthete in a meaningful creative dialogue.

After a successful first collaboration in 2020 — for the capsule collection Premier Acte produced and manufactured by Red Edition — Tristan Auer and Lelièvre Paris revisit the experience with an invitation to travel, for which we could think of no better guides.

Informed by their shared creativity and attention to detail for craftsmanship, the collection explores harmony and change through materiality. In creating the designs for *Najd*, Tristan Auer sought inspiration in the colours and lines of the traditional architecture found in this area at the heart of Saudi Arabia. A vast expanse of desert land, unique for its prominence of natural earth and clay colours; its constructions carved with dizzyingly complex geometric shapes, epitomized by mashrabiyas; the striking juxtaposition of orthogonal structures and the random flowing lines of the desert with its endless dunes.

It was this duality that inspired *Najd* — a collection exploring a range of materials, from cotton Jacquard to linen and high-performance fabric, and designed to reveal the material's extraordinary versatility.









# Héritage

Conceived as the textile translation of an aerial view of the desert, *Héritage* is a 100% cotton Jacquard fabric. The irregularity of the landscape has been transcribed into contrasting weave patterns and slanting lines colliding with one another, like the ever-changing shapes of the desert dunes. The design is further enhanced by patches displaying a granular effect that brings contrast to the whole. Available in three variants: natural, autumnal and terracotta.



A slightly contrasted tonal composition for the natural version, shades of maroon and rosy beige for the terracotta, and a base of ochre and deep purple for the autumnal take.

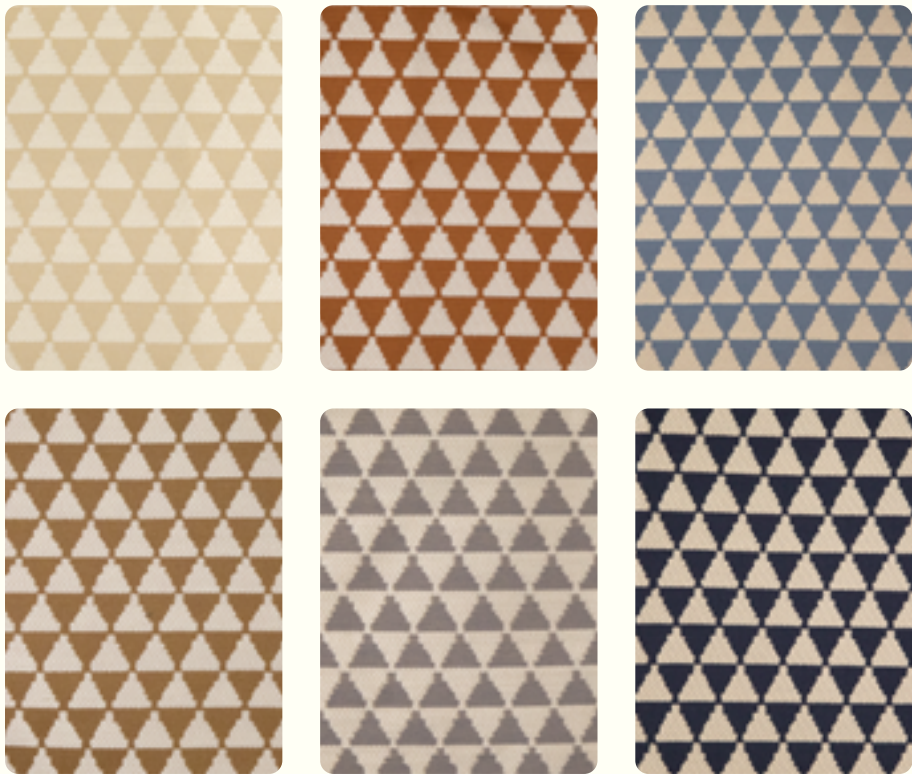
NB: This *Najd* collection is composed mostly of natural fibers but can be transposed into fireproof fiber - M1 for hotel projects and any other place receiving the public.



# Khaima

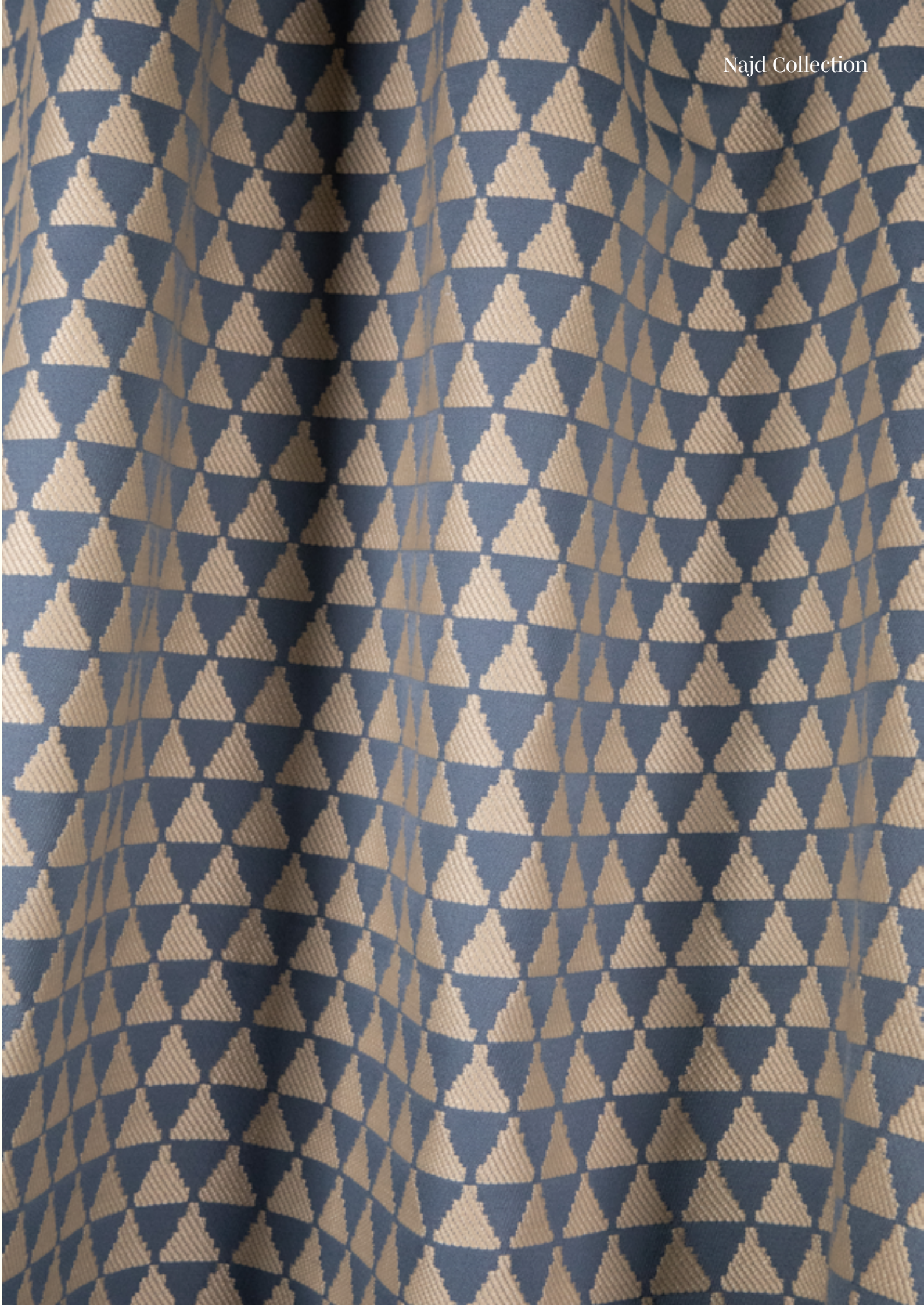
*Khaima* (the Arabic word for the 'tent' traditionally used by nomads travelling in the desert) is the only high-performance material in the collection — a natural and soft touch polyester fabric. From beige to navy to terracotta, *Khaima* is available in six colourways that share the same earth-toned base woven with pyramid-shaped motifs.

5



One beige, one camel, one string grey, one terracotta, one blue-grey and one navy, all on the same earth-toned base.

NB: This *Najd* collection is composed mostly of natural fibers but can be transposed into fireproof fiber - M1 for hotel projects and any other place receiving the public.

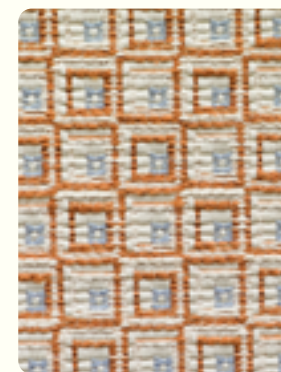
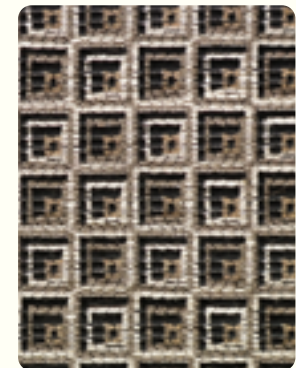
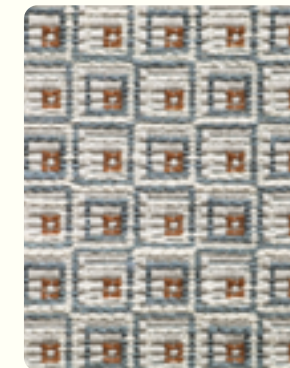




# Nomade

*Nomade* is probably the design where Tristan Auer's architectural inspiration for *Najd* is most palpable. The design consists of small squares arranged into trompe-l'oeil windows in a nod to the mashrabiya typical of the area. Though the fabric looks embroidered with its raised effect, it is actually a true Jacquard, available in four colourways that echo the palette for the rest of the collection.

8



One terracotta enlivened by blue-grey accents, a common thread uniting the various designs; its opposite, a dominant blue on a terracotta base; one grey and beige; and a more contrasting dark indigo version.

NB: This *Najd* collection is composed mostly of natural fibers but can be transposed into fireproof fiber - M1 for hotel projects and any other place receiving the public.



# Sillons

A beautifully textured Jacquard, *Sillons* boasts a gorgeous striped effect. The intricate pattern is the result of a meticulous choice of weft yarn, dyed in different colours to convey a sense of irregularity, almost randomness through vertical and horizontal striations. This cotton blend fabric comes in four subtle variants showcasing a playful exploration of weave patterns, pixels and light.

9



One terracotta version; one chic tonal ecru take with slightly iridescent strands; one subtle pearl grey; and one strong navy blue, with beige and camel wefts for greater contrast.

NB: This *Najd* collection is composed mostly of natural fibers but can be transposed into fireproof fiber - M1 for hotel projects and any other place receiving the public.





# Désert

*Désert* is a very soft chenille Jacquard fabric featuring delicate linen wefts evoking the curves and lines of the desert as faint waves. Available in two colourways, this fabric woven from heavy yarn incorporates plays on texture and light, subtly blending streaks of glossy and matt finishes.

11



—|—| **One grey and one ecru, both soft and luminous tones.**



NB: This *Najd* collection is composed mostly of natural fibers but can be transposed into fireproof fiber - M1 for hotel projects and any other place receiving the public.



Now let us return to the ground to have a closer look at the dunes that have given their name to this design: a Jacquard with a pattern of stripes and curves evoking a desert skyline, but mixed with streaks of linen that add texture and a sense of modernity with tonal edges. The result is a rich, heavy and modern weave fabric that just hangs beautifully. Available in three colourways.

NB: This *Najd* collection is composed mostly of natural fibers but can be transposed into fireproof fiber - M1 for hotel projects and any other place receiving the public.



# About

## Tristan Auer

An architect of interiors and emotions, Tristan Auer crafts environments of sensuous and singular beauty. His overflowing aesthetic vision manifests through a vibrant melange of materials, light and periods. Whether he is working for the Hôtel de Crillon or the Bains-Douches, or designing prestigious private projects in London, New York or even on Mustique, his approach is that of a stage director who sees his client as the lead actor of his play and a lifelong associate to his pursuit of elegance.

As an ambassador of the French art de vivre, Tristan Auer merges the modernity of his aesthetic with the excellence of craftsmanship to shape a new vision of contemporary luxury. Tristan Auer spent his childhood in Aix-en-Provence, South of France.

After graduating from ES-AG-Penninghen, he joined Christian Liaigre's studio, then worked alongside Philippe Starck before eventually founding his own interior architecture practice in Paris in 2002.

## LELIEVRE PARIS

For more than a century, Lelièvre Paris has sought inspiration and striven to inspire others. Founded in 1914 by Henri Lelièvre, his namesake company has made its name by championing strong values: creativity, heritage and know-how.

Driven by the same family-ingrained passion for materials, colours and the continuous pursuit of beauty, after a century in existence Lelièvre Paris has become one of the world's leading home design brands.

At the forefront of home trends, Lelièvre Paris is an influential and modern brand that caters to interior design professionals with a range of more than 6,000 products, including furnishing textiles, wallpapers, wall coverings, rugs and accessories, delivering beauty to the world's most stunning interiors through a constant search for harmony and elegance, ever faithful to that elusive French quality that makes the brand's products both chic and timeless.



# TRISTAN AUER — BY LELIÈVRE PARIS



Catherine Alfillé  
+ 44 (0) 7799 535 556  
[catherinealfillé@14septembre.com](mailto:catherinealfillé@14septembre.com)

LELIEVRE  
PARIS

Marie de Cheffontaines  
+33 (0)1 43 16 88 07  
[mdechfontaines@lelievreparis.com](mailto:mdechfontaines@lelievreparis.com)