

KAFFE FASSETT

@kaffefassettbeauty

#KFOonPoint

Launching Autumn 2016: On Point

The new beauty collection from iconic textiles designer, Kaffe Fassett



On Point captures Kaffe Fassett's colourful world in a new and exciting way. The new range celebrates his geometric designs explored through the contemplative craft of needlepoint, in a curated collection for bath and body.

THE THINKING

The first beauty collection, *Achillea* reinterpreted Kaffe Fassett's exuberant use of colour and his hi-octane floral designs found in his patchwork quilts and fabrics.

In a natural move, *On Point* expresses the quiet, contemplative side to Kaffe Fassett's world. It celebrates the colour and beauty of his geometric designs, explored through the medium of needlepoint. *On Point* sets a new meditative mood with its own unique vibrancy.

On these points Kaffe Fassett says:

'Geometry is the scaffolding of life. Squares, rectangles and geometric ribbons - the architecture around us is filled with geometric forms. These become wonderful shapes to feed colours into.'

'Needlepoint is like a meditation. It's both rhythmic and it's constructive – at the end of the day you have something lovely – a cushion for the couch, a pair of slippers or a waistcoat.'

THE FRAGRANCE

'I wanted a scent with an antique undertone – not too light yet not at all heavy,' Kaffe Fassett.

Imagine the mellow warmth of wood smoke, soft leather and the finest yarn. Earthy patchouli melds with soft amber and rich guaiac and cedar woods. Warmth carries through to its base with a creamy suede note, sandalwood, musk and leather. Fragrant notes weave through the fragrance like soft yarns through a needlepoint tapestry.

'Working with Kaffe we have captured his desire to create a fragrance that both men and women will love,' Lesley Aaronson, Brand Director.

Top notes: Smoke, Leather

Heart notes: Patchouli, Guaiac wood, Cedarwood, Amber

Base notes: Suede, Sandalwood, Musk, Leather

THE COLLECTION



A curated collection of five products inspired by Kaffe Fassett's geometric and floral needlepoint designs. There are three skin loving bath and body products - enjoy the calming effects of natural plant extracts (further details below) and skin-softening lanolin in a moment of relaxation. Paraben and sulphate free. Two unique beauty bags complete the collection.

On Point Body Wash, £10, 350ml A rich, cleansing gel for the body with hydrating Palmarosa, omega rich Seaweed Complex, moisturising Seamoss Extract and calming Ylang Ylang.

On Point Body Lotion, £10, 350ml A deeply moisturising body lotion with moisturising, reparative Rosehip, Coconut and Avocado oils, soothing Yarrow and skin conditioning Lanolin.

On Point Collective Hand Creams, £10, 3 x 50ml A skin softening trio of miniature hand creams for handbag, desk drawer and bedside table. Key ingredients include Shea Butter, Lanolin, Jojoba oil, regenerating Patchouli oil, and Vitamin E. Soothing, softening and easily absorbed.

On Point Cosmetic Bag, £18 Inspired by Jacobean tapestry, Kaffe Fassett's floral needlepoint design is finished with his geometric, Ribbon Weave design at the base and top. The pansy zip-pull has become a Kaffe Fassett Beauty signature.

On Point Make-Up Bag, £12 A compact make-up bag featuring Kaffe Fassett's needlepoint design, Bordered Squares. The ideal size for lipstick pens or sewing threads. Finished with the signature pansy zip-pull.

THE NAME

On Point is taken from the patchwork term meaning: to turn a square onto its point to make a diamond shape. 'On point' also means to be relevant, apposite, perfect, up to par.

THE DESIGN

'I have always loved geometric patterns as a vehicle for colours. You take these interesting forms, like a woven ribbon look or rows of squares and it becomes a layout for colours. When you add colour the simple, black and white geometric form comes to life.'

'When I think of the geometric patterns that have made an impression on me, they have been in wonderful colours.' Kaffe Fassett

The designs for *On Point* are taken from a series of three geometric needlepoint canvases Kaffe created for the collection: Tumbling Blocks, Ribbon Weave and Bordered Squares.

Tumbling Blocks (Body Wash) is one of the oldest geometric forms that Kaffe Fassett uses. *'I have seen examples from ancient Roman times, marvellous mosaics in stonework, in fabulous floors in elegant old buildings and in simple garden paths,'* says Kaffe.

Ribbon Weave (Body Wash, Cosmetic Bag) is similar to basket weave: *'I think of it as bordered ribbons of colours – we call it ribbon weave,'* he says. *'I love baskets and I love old patchwork quilts that use a kind of basket weave idea. I love it when it is done in embroidery and through the centuries it has been a recurring geometric form.'*

Bordered Squares (Body Lotion using 'on point', Make-Up Bag) – *'One of the things that attracts me to patchwork is how many hundreds of ways that people use a square, to create amazing quilts. Nine Patch is one of the most famous - and there are 150,000 'nine patch' ideas in the world,'* he says. Collective Hand Creams uses all three designs.

Kaffe has used one of his floral needlepoint designs for the Cosmetic Bag, so weaving the enduring concept of flowers and colour into the geometric design. Layering geometrics with florals is another Kaffe Fassett signature.

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Kaffe Fassett On Point is available from mid-September
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