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TOILE DE MY ALPACA

BY BÄRBEL DRESSLER

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We created **MyAlpaca** brand and the range of products because we believe that healthy, comfortable and luxurious sleep is essential to a long life and sustained happiness.

Our duvets and pillows are filled with 100% alpaca fibre. But to make the very best bedding possible, we decided to combine modern textile knowledge with traditional hand-quilting methods and artisanal attention to detail. Thus, our work preserves and promotes the quality and artistry of meticulous craftsmanship – and makes it available to today's discerning customer.



A duvet filled with alpaca fiber has unique thermoregulatory characteristics; it adapts to your body temperature during sleep, does not retain moisture and is hypoallergenic. In addition to being healthy and natural, alpaca fiber is also extraordinarily soft and lightweight. Truly the best nature can offer.

TOILE DE MYALPACA LIMITED EDITION



We have created a collection of carrier bags & etuis for MyAlpaca duvets and pillows, line of bed linen and accessories, with our beautifully designed Toile de MyAlpaca pattern.



THE HISTORY OF THE TOILE DE JOUY PATTERN DESIGN STYLE



Toile de Jouy refers to patterns typically with an off-white background and monochrome illustrated motifs, with pastoral and quaint scenes depicting the countryside with romantic couples, peasants and gardeners.

The name Toile de Jouy is French and means "cloth" from Jouy". This refers to the small village of Jouy en Josas just outside of Versailles, which in the last decades of the 18th century and beginning of the 19th had one of the leading manufacturers of fabric with this characteristic pattern design as a specialty.

For creating Toile de Jouy fabrics, a technique called plate printing was used, which was a new technique during the last half of the 18th century and an important factor for developing this design style.

With plate printing you use copper plates where the motifs are engraved, then a mordant is rubbed into the etchings, the plates are pressed to the fabric transferring the mordant onto the fabric. Then the fabric is dyed and washed, fixing the dye to where the mordant was applied and thus making the pattern appear on the fabric. The plate printing technique enabled much more delicate and detailed prints like the narrative scenes in a Toile de Jouy.

Another factor that impacted the Toile de Jouy pattern style was the limitations of the copper plate edges. To work around this the designers developed motifs of separate scenes and then filled in the spaces with trailing foliage and other elements that would connect the scenes and also hide and draw the eyes away from the marks that the edges of the copper plates made.

The Toile de Jouy fabrics were typically used for upholstery, drapes and bed hangings. But today it's used on a wide range of surfaces and products, from wallpaper, to clothes and stationery.

ABOUT THE TOILE DE MY ALPACA DESIGNER - **BÄRBEL DRESSLER**



Bärbel Dressler is a surface and pattern designer with a focus on creating patterns and artwork for companies around the world. She has created patterns for interior details, home textiles, apparel, shoes as well as branding and promotional assets.

Her work is often described as sophisticated, evocative and detailed. With a fascination for history and past times she draws inspiration from classic styles such as Toile de Jouy, Indian Florals, Paisley, Damask and Arts and Crafts.

Born and raised in a small beach town on the west coast of Sweden another big source of inspiration is the ocean and beach life.

Bärbel runs her design business Bear Bell Productions from her home studio in Vega, just south of Stockholm and besides surface design she also teaches online courses in pattern design and illustration.

BÄRBEL DRESSLER FOR MYALPACA

Bärbel Dressler is a surface and pattern designer living in Sweden where she runs her business Bear Bell Productions - with a focus on creating patterns and artwork for companies around the world. She has created patterns for interior details, home textiles, apparel, shoes as well as branding and promotional assets.

Bärbel's fascination with historical periods has not only inspired her work but was also how she learned to create her patterns. By studying the motifs, compositions and techniques behind classic pattern styles like Toile de Jouy, Indian Florals, Paisley, Damask and Arts & Crafts, she acquired the skills to create advanced, sophisticated and detailed designs.

"One of my absolute favorite pattern styles is Toile de Jouy", Bärbel says. "When studying this style, I read everything I could come across, looking at hundreds of designs, both from antique textiles in museum archives as well as googling and searching the Internet. At first it seemed impossible to recreate this style, but as I studied the motifs and compositions up close and practicing drawing motifs, I realized it wasn't that difficult. All you need is a step by step process, so I developed my own and eventually I managed to create my very first Toile pattern. Since then I've created many more, and now it's one of my specialties. It's become a part of my pattern design niche even."

"There is something about it that really resonates with me, besides the obvious decorative and elegant aspects of course. I think it's that it tells a story around a specific theme and this evokes emotions in a much more direct way than other pattern styles do. And who doesn't love a good story?"



"I loved creating the MyAlpaca toile-pattern and I had a pretty clear idea right from the start of how I wanted it to look and feel. The brief had some fun ingredients and then I developed the theme and scenes to support that, with the MyAlpaca character in a quaint, pastoral setting, enjoying nature as a place for comfort and rest. Which is exactly what MyAlpaca duvets and pillows are about."