If you are looking for the beauty of pureness and simplicity – Zen Chic is always the name that pops up. It is known for sophisticated modern graphics and harmonious color palettes and the newest of Zen Chic’s collections – FRAGILE – meets that all.

Creativity is intelligence having fun.

— Albert Einstein
Taken from Scandinavian interior style, the color palette contrasts the lightness of white with the darkness of charcoal, and bridges this gap with hues of silver and graphite and a warming saffron. The delicate fine-line patterns speak the language of fragility: flimsy blossoms flittering in the air, a net of little dots and thin stripes, fragments of plus signs and text pages.

Zen Chic’s new group quotes the poem...

“...caught between a strong mind and a fragile heart.”