

presenting

Ausarta

Brave artistry in movement and form



fabric collection 2025 by Designs of the Time

press document 2025



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Ausarta, the new collection by Designs of the Time, is inspired by the dynamic relationship between humans and nature. It celebrates both tangible treasures - stone, clay, and sand - and intangible elements such as light, atmosphere and the promise of the horizon.

This beauty is captured through human techniques like weaving, sculpting and drawing, but also the stories told through objects directly crafted by natural processes. Stories that evoke long-lost memories, showcasing the richness of the natural world. The Ausarta fabrics tell stories through touch and movement.

The materials skilfully play with light and shadow through textured linen blends that catch the breeze and create ever-changing patterns.

The colour palette is reminiscent of sandstone, wood, clay and steel sculptures, with a harmonious blend of earthy neutrals and vibrant hues.

In this collection, Designs of the Time balances the simple with the monumental. It's an invitation to look - truly look - and celebrate the act of seeing. The Ausarta fabrics combine bold and brave avant-garde design and authentic craftsmanship, offering luxury with quiet elegance.

Each piece adds a subtle statement while flowing naturally into any interior, showing Designs of the Time's dedication to creating noteworthy yet versatile fabrics.











A family business at heart.

Designs Of The Time is a Belgian company founded in 1998 by the Puylaert family.

In their interior textiles, they embrace a sense of imperfection that complements their love for natural materials and casual, untreated looks. The work of this family revolves around a deep love for craftsmanship, authenticity and thoughtful creative designs. This, along with their gentle character, results in interior textile collections of discrete luxury that breathe a troop of warm feelings into every home.

Designs Of The Time partners with architects, stylists, resellers and visionaries.



The collection will be on show during the following events

Münchener Stoff Frühling

Showroom Stephanie Thatenhorst

Parcelli Straße 5
80333 Munich
Germany

March 13 – March 15
10am to 6pm

March 16
10am to 5pm

Milan Design Week 2025

Fourfold

Designs of the Time together with
Bieke Castelyn, Bomat, J Adams & Co

Piazza San Marco 8
20121 Milano

April 7 – April 12
10am to 8pm

April 13
10am to 1pm

Press event: April 9 – 4pm

Milan Design Week 2025

Timeless Modernity

Designs of the Time together with
Jeroen De Ruddere, Virginia Arlotto Studio

Corso Giuseppe Garibaldi 71
20121 Milano

April 7 – April 12
10am to 8pm

Press event: April 10 – 10am to 12pm

3 Days of Design

Ark - Journal

Pakhuis 11
Dampfaergevej 2
Copenhagen

March 12 – March 14
10am to 6pm

For more information or questions please contact
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[Download hi-res images](http://www.designsofthetime.be)
www.designsofthetime.be

