About Panaz

Panaz is a global leader in decorative contract fabrics, supplying the hospitality, healthcare, workspace, and cruise sectors. For 40 years, we have combined innovation, performance, and design to create textiles that inspire exceptional interiors. Our fabrics are designed to be beautiful yet durable, meeting the exacting demands of the world's leading hotels and luxury interiors.

Design Brief

Modern Luxury Textile Print for High-End Hotels

We invite you to create a design for inclusion in a modern print collection for high-end hotels. The design must be suitable for digital printing on textiles at 137cm width and be put into repeat if required. The aesthetic should embody contemporary sophistication while delivering the drama, quality and originality expected in the luxury hospitality market. Consider the diverse contexts of high-end hotels — from statement lobby pieces to serene bedroom textiles.

Creative Direction

• **Contemporary luxury:** A modern, refined aesthetic that balances statement-making design with timeless appeal.

• **High-end:** Designs should feel curated, exclusive, and commercially viable for luxury hotels worldwide.

• **Versatility:** The print should work across different textile applications — upholstery, drapery, cushions, headboards and decorative panels.

• **Colour sophistication:** Use a palette that feels elevated and on-trend for the luxury hospitality market. Both bold and subtle colourways are welcome.

• **Texture & depth:** Explore layered techniques, painterly effects, fine detailing, or graphic precision that translates well to textile print.

• **Cultural and design influences:** Inspiration may come from architecture, fine art, fashion, or nature — interpreted with a contemporary sensibility.

Technical Specifications & Submission Requirements

• **Print width:** 137 cm (full width of print on textile)

• **Repeat:** Design must be in repeat if required (straight)

• **Digital File format:** PSD/TIFF in layers, 300 dpi, full-size at 137 cm width

• **Colour:** No restrictions, but designs should consider production feasibility and Pantone matching

• **Production method:** Digital print on polyester-blend base cloths

• **A short concept statement:** Describe your design inspiration, colour reasoning and intended use within a luxury hotel setting.

• **Optional mock-ups:** Showing the design in context (hotel bedroom, lobby, drapery).

Evaluation Criteria

• Originality and creativity

• Suitability for high-end hotel market

• Quality of repeat and scalability

• Commercial viability and aesthetic longevity

• Colour sophistication and balance

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