

Bretz

20 years Cloud 7

Pressrelease

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True Characters





Happy Birthday, Cloud 7 – Vision in upholstered form

Cloud 7 has been part of the Bretz Collection for two decades – a sofa that has become an integral part of contemporary interior design thanks to its uncompromising individuality. With its sculptural appearance, prismatic diamond structure that deliberately avoids right angles, and a design principle that challenges classic typologies, Cloud 7 can be classified somewhere between neo-futurism and a reinterpreted space-age aesthetic. Especially in the iconic “silver shimmer” upholstery, Cloud 7 quickly became a Bretz classic that continues to inspire today – with its imposing appearance, visionary design, and unparalleled comfort.



Right from the start of Cloud 7's development, one thing was clear: this sofa had to be uncompromisingly different. Instead of tried-and-tested rectangular designs, a radical reinterpretation of the modular principle was created – sculptural and conceived in free floor plans, yet precisely constructible.

Whether staged in a modern, eclectic, or classic style, Cloud 7 integrates seamlessly into a wide variety of living environments – and always remains an eye-catching feature with attitude. For visionary characters who know that true timelessness has nothing to do with conformity.



Cloud 7 in Wildcat-Velours

To mark its 20th anniversary, the Cloud 7 model has been given a contemporary reinterpretation: clad in a specially developed anniversary velour with an iconic leopard pattern, the design opens up a new visual perspective. The textile motif is a design homage to the expressive aesthetics of the 2000s.

The textile surface – expressive, structured, and deliberately opulent to the touch – showcases the characteristic design language of Cloud 7 in a new way. The fabric is less of a decoration and more of an attitude: a textile reference to individuality, to nonconformity – to those who see design as an expression of personal freedom.

The edition is striking, not loud. Consistent, not pleasing. A statement – conceived as furniture.





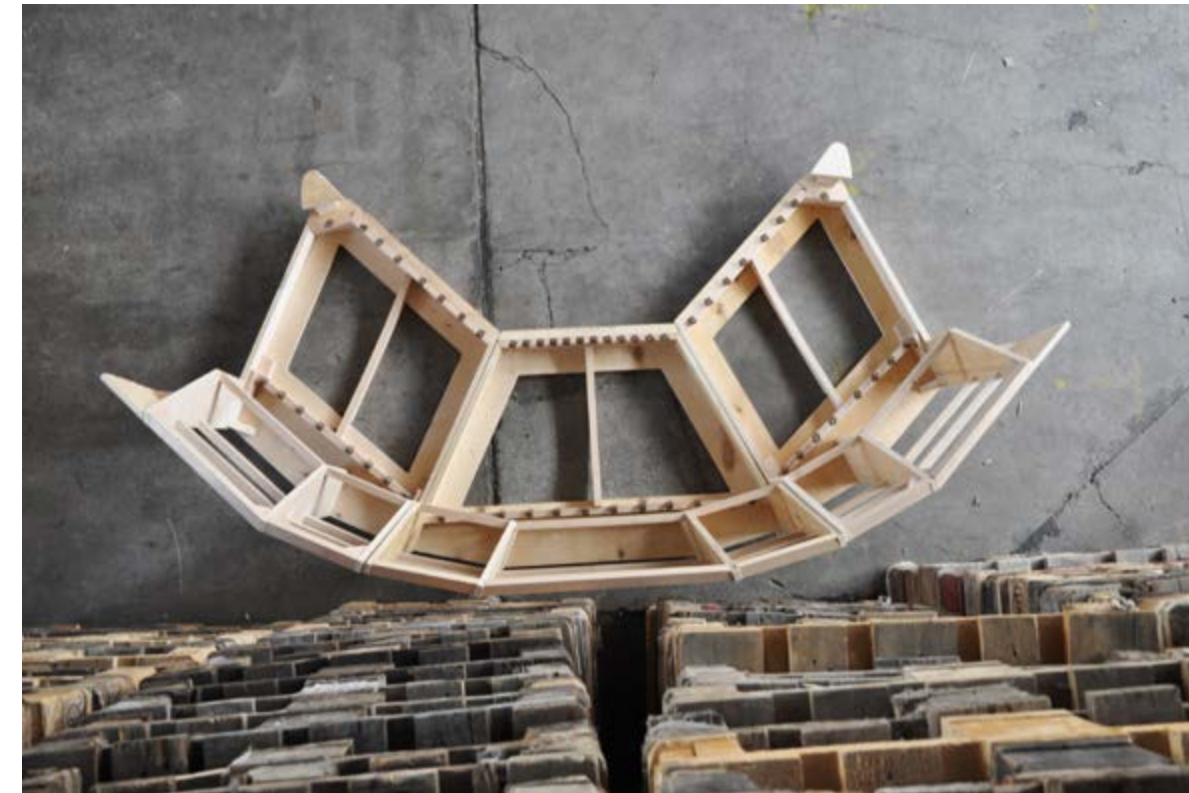
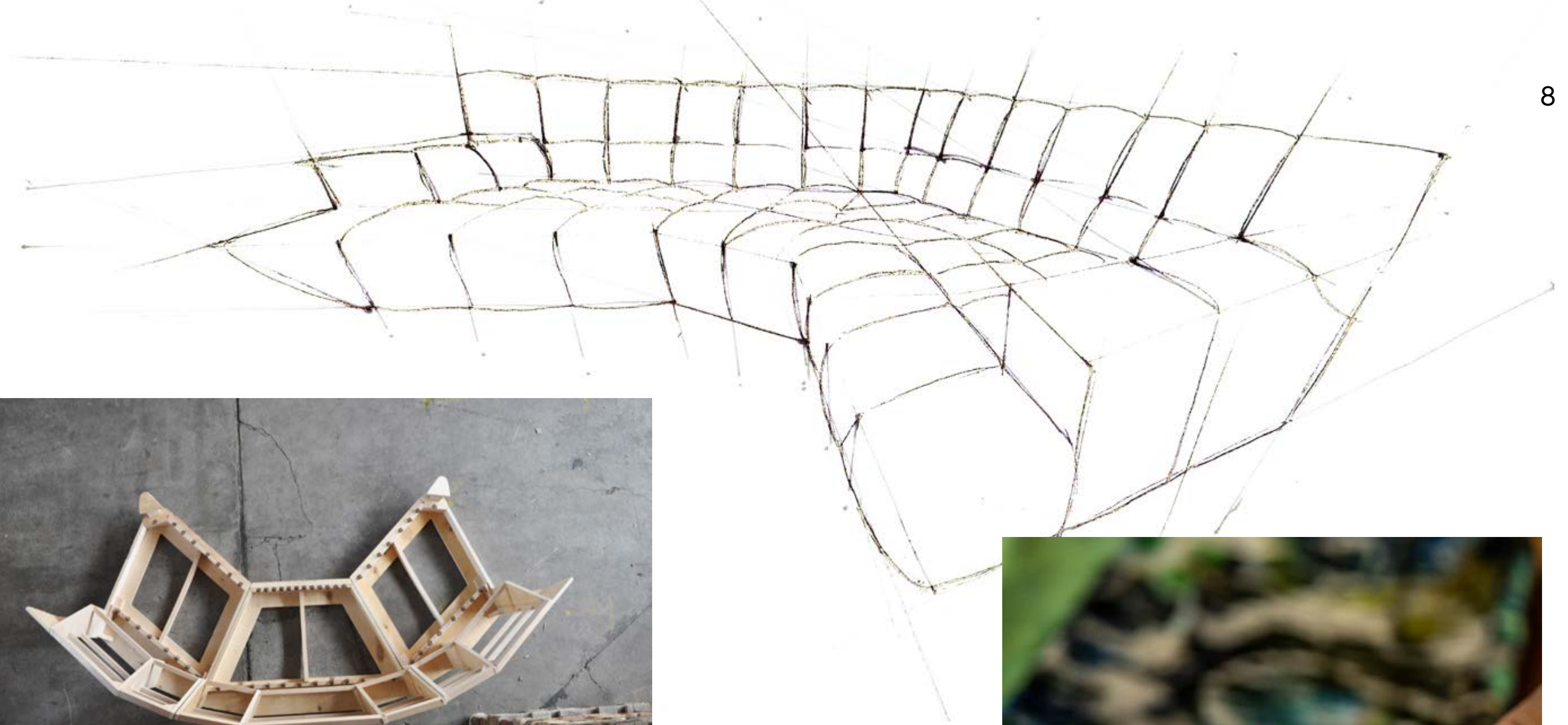
The secret lies within

Beneath the distinctive surface lies sophisticated craftsmanship. The sturdy wooden frame supports an elaborately layered structure consisting of Nosag and Bonell spring cores, as well as precisely coordinated foams in various degrees of firmness. The special stitching ensures a pleasant give that offers both support and softness – enhanced by a generous layer of padding that gently rounds off all edges.

With its voluminous silhouette and striking fabric selection, the sofa becomes the centerpiece of an interior that shows character.



From the first sketch to the final touch: the production of Cloud 7 combines design precision with a passion for craftsmanship. Every Cloud 7 is lovingly handcrafted in our factory in Germany.





Cloud 7

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