



VIÑAS
GENÈVE

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Taste is Quiet

Viñas Geneva, Swiss textile elegance

Born in Geneva, made in Italy: **Viñas Genève** redefines the art of high-end plaid.

Founded by **François Viñas**, heir to a century-old family business specializing in luxury textiles, the brand offers rare and contemporary creations. Each blanket is designed in Switzerland, then hand-woven in Italy from exceptionally soft Cashwool® wool, even softer than cashmere.

The brand stands out with a dual approach:

- Tailor-made B2B for prestigious hotels, private residences and corporate gifts;
- B2C via a selective e-commerce site and limited editions of 50 copies per model per year.

www.vinas-geneve.com



Current collections

Le Plaid des Montagnes: a tribute to alpine charm, from Zermatt to Gstaad.

Le Plaid des Villes: a cosmopolitan spirit inspired by Geneva, Paris, Tokyo or New York.

Matching cushions: made from the same high-quality materials, for a harmonious interior.

Coming soon: Le Plaid des Plages (summer 2026) and Swiss Identity (winter 2025/26).



Clients & promising beginnings

Establishments such as La Réserve Genève, Grand Powers Paris, and Guarda Golf Crans-Montana have already been won over by **Viñas Genève**. The brand stood out at Maison & Objet in Paris and with a pop-up at Bongénie Genève.

Features

- 100% Cashwool® – extra-fine merino
- 140 x 180 cm (blanket) – 45 x 45 cm (cushion)
- Public price B2B: CHF 490.– / CHF 590.–
- Cushions: CHF 190.–
- Direct sales on vinas-geneve.com
- Collaborations, B2B custom, on request



"I created Viñas Genève to perpetuate Swiss family know-how and share my passion for luxury made of elegance and emotion."

François Viñas, founder

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Press kit and HD visuals:
www.vinas-geneve.com/press