

# Carefree Living

## With Chella Luxury Performance Textiles



Lee Menichella has literally turned the outdoor textiles industry inside out. In 1999, he envisioned a luxury line of outdoor fabrics on par with the offerings for indoor use. Flash forward 11 years and Chella Textiles is both the go-to resource for outdoor fabrics and sourced equally as often for indoors — and with good reason. Interior design is, after all, as much about problem-solving as creating beautiful environments. But don't take our word for it: These design pros share how Chella has solved some of their stickier design challenges.

**Eileen Kathryn Boyd**  
**EKBINTERIORS.COM | HUNTINGTON, NY**

### First Impressions of Chella Textiles

It struck me immediately that Chella is a trendsetter for stylish, outdoor fabrics. Others have followed but they were the first to create outdoor fabrics that make a beautiful fashion statement. So many outdoor fabrics feel stiff, whereas there is a rich suppleness to Chella fabrics. You can tell they are quality weaves.

### Design Challenge: Color that Stays True

It is important for me to create a seamless look from indoor to outdoor rooms and Chella allows for that. In my own home, I use a lot of bright saturated color. The same bright green throughout my house is continued on the sun porch with a Chella fabric I used on seat cushions, which are just as vibrant today as when I had them made two years ago.

### I Often Use Chella for...

Ottomans, one of the most versatile accent pieces in a home. They get a lot of action – as a footstool, extra seating, and coffee table. Since Chella fabrics come in great colors, they complement any décor and because the fabric is easy to clean, it's a practical choice.



Eileen Kathryn Boyd (above) chose Chella's Spiral Matelasse in Kiwi (inset) for her porch, picking up on an equally vibrant green used indoors to create a seamless look. Left: Bright sun, sand and salt water are no match for Aretha in Ash Bark/Papaia at the Mandarin Oriental Miami, designed by Jan Clausen.

**Jan Clausen, Clausen-Chewning Interior Design**  
**CCIDESIGN.NET | ATLANTA, GA**

### First Impressions of Chella Textiles

Before Chella, there was only one company that made outdoor fabrics. They had ten color choices and not a very nice hand. Because most of my projects were luxury resorts and spas, I really couldn't use what was available on the market. The difference was immediate when I was introduced to Chella Textiles. The hand of the fabric is so luxurious; it cannot be distinguished from indoor fabrics. Their patterns are sophisticated and come in a range of colors. The line truly opened up many new design possibilities in my work.

### Design Challenge: Exotic Birds Wreak Havoc

I am renovating a luxury resort on Mauritius, which I designed 20 years ago. When I did this project last, I was very limited in outdoor fabric choice. A tropical environment makes them a necessity – and puts them to the test. The salt air alone can wreak havoc. Where there's intense sun, you want to choose bright colors, otherwise fabrics look drab, but fading can be a problem. Knowing how Chella performs on my other projects, such as the Mandarin Oriental Miami Hotel, I know I don't have to worry. But there are exotic birds on Mauritius to contend with; they aren't so kind to fabrics. Fortunately, Chella's fabrics can be thrown in the wash and are no worse for it.

### I Often Use Chella for...

High-end resorts around the world.



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**Barbara Hawthorn**

**BARBARAHAWTHORNINTERIORS.COM | MCLEAN, VA**

## When I Think of Chella

I think of the throw we made for a miniature Corbusier chair – used as a bed for a pair of Pomeranians. The dogs would not sit on the bed until we covered it with a plush, chenille stripe from Chella in vibrant colors that suit a great room filled with artwork by Picasso, Stella and Calder.

## Design Challenge: A Living Room that Is People, Pet and Party Friendly

For a couple on Capitol Hill, the living room functions as a party space. In the course of a year, they host hundreds of parties with as many as a hundred people. When not entertaining, their teenage daughter, her friends and the three dogs enjoy the space. Chella fabrics are perfect for the sofas and chairs. The look is beautiful, the hand luxurious and ease of care is such a plus. I've been working with this client for years and I can see Chella stands the test of time.

## I Often Use Chella for...

Any room – kitchen great rooms, coordinating an indoor/outdoor space, a family room. Chella's diversity of color and coordinating patterns make it very easy to pull together a color scheme for a room.



Chella is a practical choice for dining areas. Barbara Hawthorn chose a plush chenille, Montecatini in Caribe, for seat cushions and Coco Tweed in Caribe for the window seat.



The homeowners have cats that are notorious for destroying fabrics, but Barbara Hawthorn is so confident in Chella's durability, she chose all white fabrics. On settee by window: Plush Velvet in Alabaster. On lounge chairs: Montecatini in Alabaster.

**Katie Brown, host of Katie Brown Workshop**  
**KATIEBROWN.COM | BROOKLYN NY**

## When I Think of Chella

I think of fabric that offers both high style and high function.

## Design Mandate: A Home that Oozes with Style and Life

When I began remodeling my family home in Connecticut, I wanted it to ooze with style. Second, I wanted to be able to live in every room and on every piece of furniture... and when I say live, I mean they have to be able to handle a fast-paced, sloppy, loving family that includes a 2- and 7-year-old, a dog, two cats and a bird. No room off-limits! No sofa or chair that you cannot sit on and lick an ice cream cone, snuggle a dog, or indulge in a glass of red wine. Chella's family-friendly functionality makes that possible. Knowing that I can throw it all in the washer and dryer gave me the confidence to choose patterns in bright colors and soft textures without second-guessing their practicality.

**Nathan Mayo**  
**SHELLINGTON, PA**

## When I Think of Chella

I think of beach houses since I've recently worked on a bunch of them.

## Design Challenge: Breakfast Seating Area for an Active Family

For seating in a high-use area like a breakfast room in a household full of children you want a fabric you can hose down, if needed. Chella can take the abuse but in this case, you would never know it. The fabric is a gorgeous serene sage green with touches of gold. In the past, I might have chosen a busy print that could camouflage dirt, but with Chella I don't have to sacrifice color.

## I Often Use Chella for...

Sun rooms.



In the past, Nathan Mayo would have chosen a busy print to camouflage daily use. Chella's ease of care makes solids in light colors a viable option.



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**Rodrigo Vargas**  
**RODRIGOVARGASDESIGN.COM | LOS ANGELES, CA**

## When I Think of Chella

I think of textures. They offer solution-dyed acrylics that look and feel like plush velvets, tweeds and bouclés.

## Design Challenge: A House Gone to the Dogs

I have a client who is a dog trainer and on any given day she has as many as ten dogs in the house but you would never know it. All the interior furniture is covered in outdoor fabric. One sofa in particular is a pet favorite. We upholstered it with an outdoor fabric a few years ago – it still looks good – but the client is ready for a change. We're considering Aretha, a bold floral pattern from Chella. No one I show it to believes it's an outdoor fabric.

## I Often Use Chella for...

Resort projects, because the fabric has to be resilient to withstand all kinds of assaults. Otherwise I don't make a distinction between indoor and outdoor fabrics. I want the same quality and luxury, regardless where it's used.



Rodrigo Vargas doesn't distinguish between indoor and outdoor fabrics. When he shows Aretha – one of his favorite Chella designs – to clients, they never believe it's an outdoor fabric.

**Pam McKeon, Phase 2 Architecture & Interiors**  
**PHASE2AI.COM | JENKINTOWN, PA**

## When I Think of Chella

They are always pushing the outdoor textile category forward. It was hard to find indoor trim that could be used for outdoor pillows, so when Chella introduced a trim line, it was a great help.

## Design Mandate: Create a Cabana-like Bedroom for a Child

I source Chella as much for interiors as I do for outdoor rooms. For a room inspired by a photo taken at sunset on a Mexican beach where the client's family vacationed, Chella's Capri Stripe in Blue Grotto was the perfect choice for the bed canopy, the focal point of the room. We also used the stripe for the window valance and a floor pillow; it even inspired a cabana in the painted wall mural behind the bed!

## I Often Use Chella for...

Kitchen banquettes, plus kitchen and dining room chairs since the fabrics are wipeable and durable. Also, the body of sectional sofas in family rooms.

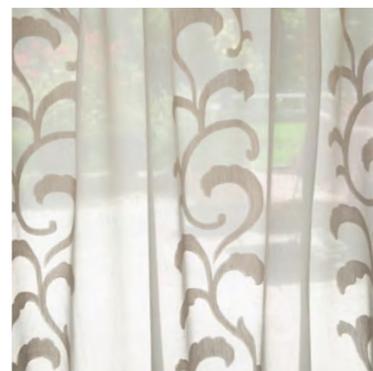
**Joe Rankin**  
**RANKININTERIORS.COM | JACKSON, MS**

## First Impressions of Chella

How can an outdoor sheer be this good-looking?

## Design Challenge: Sheers for Searing Sun

We recently turned a screened-in porch into a dining area and while there are retractable screens, the client wanted something more elegant for the space. There is strong sun in the morning so sheers were a good option, but I was hard-pressed to find lightfast sheers suitable for my client's taste until I finally found Chella's sheers. She chose the aptly named Endless Tides. She's thrilled and now her friends want to do the same.



Joe Rankin found Chella's lightfast Endless Tides sheers the perfect choice to block strong morning sun.

