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Ironic Brilliance: Chella Textiles' "Back to Neutral" Collection for Fall 2007

*"An interesting plainness is the most difficult and precious thing to achieve."
-Mies van der Rohe*

October 2007, Santa Barbara, CA—Having sealed its reputation for breakthrough technical innovations in the world of performance textiles, Chella Textiles unleashes yet another series of ground-breaking designs for fall 2007.

The tightly-edited new "Back to Neutral" Collection affirms Chella's gift for pushing the envelope -- yet its courage is hardly capricious. This time Chella lets its pioneering fabric constructions command the spotlight as color recedes into a supporting role, creating a gray area far more gorgeous and enduring than the bravado of the proverbial black-and-white.

The movement toward a neutral palette likewise suits the real-life role Chella textiles play in both residential and contract applications. "Though our line is nearly all solution-dyed acrylics, 60% of Chella's fabrics are used for indoor applications," says Lee Menichella, Chella Textiles' founder and president. "Sounds like a curious statistic, until you consider that aesthetically, these fabrics stand shoulder-to-shoulder with the finest interior fabrics on the planet, but with the otherworldly durability inherent in solution-dyed acrylics."

As for those pioneering instincts, Chella again stakes claim to new territory with the introduction of solution-dyed acrylic boucle and raffia patterns, both industry firsts. **Luxe Boucle** takes the storied classic a step further with the development of a fabric whose tactility is unachievable in standard woven boucles.

Further technical prowess – and other industry firsts -- appear in the form of raffia. **Raffia Lino** "references the dawn of modernist textiles," says Scott Bodenner, designer of Chella Textiles. Capturing the gossamer delicacy of true raffia, Chella's evolutionary textile won't cringe or crinkle in the sun, wind or rain like its conventional counterpart.

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Chella Textiles' "Back to Neutral" Collection for Fall 2007 – Add One

Bodenner likes to call **Crystal Raffia** “reduced Raffia” as it avails interior designers of the opportunity to create minimalist looks that are at once high-tech and high-touch. “This will look equally great on Corbusier Grand Comfort chairs or on east lake chairs where one would normally expect to find horsehair.” It remains “raffia-recognizable” while its thoroughly modern European yarn technologies – which render it steadfast in the harshest wind, freezing rain and arid conditions – go undetected to the eye.

Equally as impressive as its technical innovation is Chella’s appreciation of textiles’ artisanal origins, which finds expression in **Plush Velvet**, a solution-dyed acrylic velvet created in Italy. Chella uses time-honored production methods and its own finishing process to achieve a sensuous drape that stands without peer among velvets.

Entirely new to both the collection and Chella’s growing list of conquests is **Lateral**, a sophisticated weave whose textured horizontal striae effect is made eco-friendly by its 100% recycled, post-industrial fiber.

Making a stunning statement as the collection’s only non-solid, **Damask Trellis** is a dual-tone damask of meandering yet urbane floral vines.

Menichella, who is renowned for his passion for translating purportedly immutable fabrics into performance fabrics of both grace and grit, says, “Creating this collection was an exercise in restraint, because we wanted every fabric to stand on its own, yet to be part of a mosaic. We feel it is a movement toward our more collective desire, as an industry, for nothing superfluous. We’ve put forth a strong statement that needs nothing more and nothing less. And to us, that is everything.”

Stunningly designed and meticulously woven, Chella luxury performance textiles are available through interior designers and Chella’s international showroom network.

For more information, visit www.chellatextiles.com.

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