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Chella's Quintessential Collection Springs Ahead For 2008

"Every spring is the only spring – a perpetual astonishment".
–Ellis Peters

As Mother Nature bestows her latest handiwork this spring, Chella Textiles follows its impulse for creating pioneering "firsts" with the *Quintessential* Collection. The leader in luxury performance textiles that are specified as often for indoor as outdoor use, Chella's new collection furthers its commitment to creating all-weather fabrics that are as stalwart as they are stunning.

"Word is definitely out that 'outdoor' textiles are brilliant choices for living spaces, sun-drenched interiors, dining areas and kids' rooms," says Chella president and founder Lee Menichella. "Who doesn't crave low-maintenance beauty? We rise to that challenge – always -- but what's even more fun is re-inventing classic constructions like epingle, voile and velvet -- in solution-dyed acrylic."

Such inventions are handsomely revealed in **Classic Epingle**, the market's first solution-dyed acrylic *epingle* -- the French word for "pin", in reference to the old world craft of weaving from a double warp on a wire loom where one yarn loops around a metal rod. The satin sheen and luxurious silky finish elevate epingle's sturdy workhorse roots as railcar "Pullmans' Cloth" to an ultra-elegant interior or exterior option.

Another first this season is **Endless Voile**. Woven from polyolefin, which is made from recycled post industrial material, the lightweight, translucent sheer with a soft wooly hand is not only inherently flame-retardant but lacks the toxic, standard-use chemical coatings now banned in most European countries and scheduled for discontinuation in the US by 2010. Furthermore, Endless Voile is double wide (126"), allowing for a seamless curtain or transitional wall.

Never content to rest on its design or construction laurels, Chella combines both to exceptional effect in **Amazonia Velvet**. Heat-embossed for the luxurious hand and look of a jacquard woven velvet, this cut-pile velvet design will not wash, fade or wear away.



Its dramatic 27" repeat is particularly suited to integrating indoor and outdoor spaces when used as a loggia drapery.

Eco-friendly **Meander**, woven from polyolefin that is produced from 100% recycled post-industrial and post-consumer materials, features an all-over, curvilinear vermicelli pattern of rich chenille yarns juxtaposed on a single-color background. Playful yet elegant, Meander moves with easy grace from loggia to living room.

And while Quintessential creates a new lineage of technical innovation, **Four Square** -- colored to coordinate with every design in the collection -- pays tribute to its old-world Italian weaving heritage. Widely-spaced embroidery floss in contrasting colors run through both warp and fill for the optic appeal of an oversized window-pane plaid, with an extra dimension of depth and height.

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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