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Chella Textiles Reaches Chic New Heights of Sophistication in its Spring 2007 Introductions

February 2007, Santa Barbara, CA – In a symphony, it is the first four notes from which the piece springs to life. Composer Leonard Bernstein called them a “four note seed.” Now four introductions from Chella Textiles – the maestro of luxury performance textiles – form the cornerstones of a complete fabric collection with endless variations on a theme. And while all the company’s offerings are exclusive, this new collection takes exclusivity to the next level: All the warps are designed and selected by Chella, going a long way to keep imitators at bay.

Every Chella textile is inspired by fabrics once the exclusive province of interiors, and Chella delights in scaling new heights of innovation in creating fabrics for a diversity of integrated environments. “Each new pattern is intended to work with the existing solids in our line, and together they afford designers a wonderful toolbox for creating inviting spaces,” says Scott Bodenner, designer for Chella Textiles.

Scroll Moderne is a graceful jacquard scroll on canvas sateen, accented with chenille and woven in a tonal stripe. The beauty of the botanical-inspired pattern belies its hidden technical prowess: The boucle and chenille yarns forming the design’s berries are removed from the back, rendering the fabric lightweight in spite of its substantial chenille appearance.

This season Bodenner, who has long found inspiration in high fashion, pays homage to iconic Coco Chanel with **Coco Tweed**. Chanel transformed formerly menswear-only tweed into the height of feminine chic and indeed the signature wool boucle tweed suits, lauded for their meticulous construction and impeccable fit, remain a coveted and enduring classic. The couture fabric’s qualities were rife for interpretation in luxury performance fabrics by Bodenner, who ensures every Chella design is both stylish and durable enough to bear the Chella name. In keeping with the spirit of its inspiration, Chella is the first to create an outdoor fabric with chenille and boucle in both the warp and weft of the weave. Coco Tweed is offered in a palette of lively brights; rich dark tones and raffia, a creamy neutral.

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The distinctive overlapping rings found in malachite inspired **Spiral Matelasse**, made in the centuries-old tradition of stuffed-work quilting. Far superior to the more common method of manufacturing that relies on shrinkage for dimension – an effect which unfortunately disappears when upholstered – stuffed-work quilting retains its appealingly textural quality no matter how it is handled on a piece of furniture. Although Americans often consider matelassé only for bedcovers, Chella’s unique construction results in a cushiony fabric of true versatility that is perfect to extend outdoors. Ever the trailblazer of technically sophisticated weaves, Chella is the first to produce a matelassé in solution-dyed acrylic. Spiral Matelasse is available in fourteen fashion-forward colors.

Stripes are common in outdoor fabrics to the point of cliché – but not in Chella’s hands. Its new **Satin Ribbon Stripe**, a 3.5-inch wide, two-toned traffic-stopper is grandly proportioned for the great outdoors. “Decadent” is how Bodenner describes this standout satin weave stripe, offered in nine lush colors.

Rounding out this season’s offerings are five new colors of Chella best-seller **Di Medici**, a solid plain weave, colored to match the palette of the four new fabrics.

Stunningly designed and meticulously woven, Chella luxury performance textiles are available through interior designers and Chella’s international showroom network. For more details, visit www.chellatextiles.com.

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