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Invention and Artistry Mark Chella Textiles' Fall 2006 Introductions

Chella Textiles, the leader in luxury performance textiles, recently announced the expansion of its comprehensive product line with a strong addition to the outdoor Sheers for Living collection, and dramatic new designs for its metallic sheers.

Particularly noteworthy is the introduction of the **Sun Screen Collection** of *lino* sheers, an unprecedented innovation that marries the tradition of handwork with technological prowess. Developed by ancient artisans, the Venetians adopted the *lino* technique of weaving fine yarns into open weaves to create a striking, highly stable fabric – linen fabric, historically. Italian manufacturers eventually invented looms to replicate the laborious hand work of looping yarns to render a stable open weave.

Now Chella is the first to offer this stunning yet stalwart sheer in solution-dyed acrylic. Woven in Switzerland, Sun Screen and Sun Screen Cabana *lino* sheers are lightfast, mildew and stain-resistant, 110" wide, and can be railroaded to create a "seamless" curtain wall. These sheers are offered in four versatile neutral colors, both as solids and as 2" stripes.

Renowned as a trailblazer of technically sophisticated weaves in solution-dyed acrylics, Chella has also added to its sought-after collection of **Metallic Sheers**, which were introduced in spring 2006. Having developed a new aluminizing process to enhance the subtle contrast between matte and shine, Chella now offers these lightfast, stain and mildew-resistant sheers in five dazzling designs.

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Invention and Artistry Mark Chella's Fall Introductions – Add One

Chella's impeccable color sense continues to evolve, and beautiful proof is found in the expanded palette of the **Voile Sheers Collection**. Cinnamon Mist and Mocha Mist broaden the product's versatility and speak to the newfound sophistication of outdoor spaces. All are 54" wide, lightfast, machine-washable and resist mildew and stains.

Chella debuted **Montecatini**, the industry's first chenille in 100% solution-dyed acrylic, to much fanfare in 2003. Three years later this luxury weave is Chella's best-seller, and its already sophisticated palette of 21 colors is now complemented by two adaptable new dark-to-light neutral colors, Coco and Ash Bark.

Likewise **Aretha**, a jewel-in-the-crown beauty of a fabric and the most technically sophisticated solution-dyed acrylic made today, has been interpreted in a timely and delicious new hue called Ash Bark/Papaia. This woven chenille-and-canvas-sateen is now offered in seven highly sophisticated colorways.

"We want the line to have a significant 'wow' factor yet with a strong sense of cohesion," says Lee Menichella, founder of Chella Textiles. "Our new introductions support our two core philosophies: To bring utterly unheard-of innovations to market; and to imbue solution-dyed acrylics with a color and design sense that is at once atypical and enduring."

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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