



Purple Reigns at Chella Textiles

Heralded as the "new black" in fashion, purple is likewise receiving the royal treatment in luxury décor as Chella Textiles launches the Mulberry Collection of several signature designs in chic shades of plum.

In response to "an avalanche of market demand," Chella designer Scott Bodenner rendered plush indoor/outdoor chenilles, shimmery sateens and palazzo stripes in saturated mulberry tones that complement the company's trademark color palette. "Purple creates dynamic color pairings and punches up neutrals with the unexpected," says Bodenner. "Used lavishly or sparingly, purple's regality adds instant grandeur."

To see additional designs, order samples or to tap into Chella's exclusive collection of luxury performance textiles, contact: Anne Martin anne@martinmarcom.com or 917.817.7557.