

chilewich®

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CHILEWICH DEBUTS NEW SPRING/SUMMER 2017 COLLECTION

Bright colors, intricate patterns, and subtle hues introduced to enhance the tabletop and floor.

NEW YORK – The Spring/Summer 2017 collection introduces bright and intricate new patterns as well as stunning updates to favorites perfect for ushering in warm weather or entertaining outdoors. Continuing its pattern of signature innovation, Chilewich has developed new and unique design techniques based on traditional weaving constructions. Complementing this inventive form is each textile's expert function – all products are not only beautiful but also durable, stain resistant, and easy to clean.

Two new collections for the table and the floor, **Mosaic** and **Wave**, have modernized traditional twill construction through the use of yarn and the intricacy of the pattern. Grid, a new collection for the table, features a striking and complex take on Chilewich's signature Basketweave collection. These elegant new offerings accompany a range of exciting updates to established textiles **Petal, Plaid, Lattice, Mini Basketweave**, and **Fringe**. Also expanding to include new colorways are Chilewich favorite Shag rugs in **Block Stripe** and **Mixed Stripe**, as well as the **Linen Napkin** collection.



While based on traditional Dobby constructions, **MOSAIC** and **WAVE** (left) collections are woven using a more complex Jacquard construction, leading to completely new and unexpected designs. Says Sandy Chilewich of the designs, “Each pattern evokes a Nordic design sensibility which feels both warm and cool at the same time.” Mosaic and Wave use Chilewich's signature bi-color yarns, with each strand containing two different colors. These specific yarns are woven in such a unique way that one of the colors seems to appear and disappear, breaking up the distinct diamond pattern in Mosaic and the undulating line of Wave. Mosaic and Wave are both available in **Blue** and **Grey**, woven with off-white yarns, for the tabletop and floor.

MINI BASKETWEAVE (right) introduces new colorway **Chambray**. A nod to Sandy Chilewich's roots in fashion, Chambray refers to a shade of denim. The new colorway, like all of Chilewich's designs, is not one-note. Chambray is derived from weaving eleven different monochromatic shades of blues, purples, whites and neutrals together to deliver the essence of this shade in a woven textile. Each look at Chambray invites a different interpretation of its layers of complexity. The rich depth of color pairs well with the emergence of spring florals.

GRID (right) is a new collection for the table reminiscent of the multifaceted grids found in urban landscapes. The pattern showcases Chilewich's ability to transform the traditional. Though technically the same four-over-four weave as Basketweave, the deliberate and systematic placement of color in Grid presents a completely new way of looking at this classic style. The linear sequence of stripes in the same color families, woven in each direction with a high-contrast white counterpoint, makes this textile clear and bold. Bright and natural **Blue, Green** and **Sand** colorways are reminiscent of the first natural signs of Spring, making Grid well suited for dining in warm weather.





PETAL in **Glacier** (left) features an understated, frosted green metallic calling reference to a sage plant. A new metallic color not available in any of Chilewich's other pressed vinyl designs, this natural, subtle color complements Petal's modern lace cutout design, creating a table mat ideal for softening the home after the cold winter months. And while this pressed design may look like delicate lace, each placemat is durable and can stand up to everyday wear.

Also new for the table is the Sorbet colorway, **PLAID Multi's** Spring counterpart. **Sorbet** (below, left) evokes the colorfulness of the gradually warming spring and summer months, expressing an artistic yet deliberate interaction of color. Featuring ten different bicolor yarns, the new colorway boasts sixteen different colors woven together. As with so many Chilewich designs, the carefully measured use of color in Sorbet is transformative and presents an original take on a traditional tartan plaid. Available for both the tabletop and the floor.



New for Spring/Summer 2017, **Lemon** (above, center) is a new hue for the signature Chilewich **LATTICE** weave. Bright and fresh, this combination of three different shades of yellow is perfect for a springtime table. Lattice is one of Chilewich's few weaves woven on Leno looms, which handles the warp and weft in such a way that makes the design feel naturally random. Clear coated yarns provide an overall shimmer often likened to crystal and jewels.

Expanding on the **FRINGE** collection, three new colorways, **Blue**, **Mint**, and **Citron** (above, right), are introduced for the new season. The matte version of the Metallic Fringe, these designs in bright, playful spring colors feature a brand new rectangle shape with east/west fringe only. Fringe is the only Chilewich weave to feature strand coated yarn, a process which yields a flatter, more irregular, and thinner fiber. When woven, it appears almost sheer, complementing delicate texture of the fringe.

Ivory (right) and **Sage** (far right) colorways are the newest additions to Chilewich's growing palette of **LINEN NAPKINS**, beautifully neutral and designed to fit seamlessly with their wide range of placemats so that each and every table setting looks complete. Sage is a pale neutral green, a natural partner to Ivory's warm white hue as both feature the utmost adaptability and versatility. Each napkin is 100% linen.





A new addition to **SKINNY STRIPE INDOOR/OUTDOOR SHAG MATS, Spearmint** (left) features carefully chosen shades of cool greens that come together to create an overall wintergreen coloration. The natural hues of the design accentuate the emerging moss and leaves in the springtime, recalling the excitement of all that is new and fresh. Hardworking and functional, Shag rugs are tufted and backed for ultimate durability. They are also made using phthalate-free vinyl and polypropylene, are quick to dry and are mold, mildew and chlorine resistant. Ideal for bathrooms, kitchens or any outdoor space and available in four standard sizes:

- Doormat 18" x 28" / 46 x 71 cm
- Utility Mat 24" x 36" / 61 x 91 cm
- Big Mat 36" x 60" / 91 x 152 cm
- Runner 24" x 72" / 61 x 183 cm



Taupe (left) and **Denim** are new colorways for Spring/Summer 2017, additions to the recently introduced **BLOCK STRIPE SHAG INDOOR/OUTDOOR MAT COLLECTION**. Both designs are a simple and clear color study, referencing a Pantone book or a paint fan deck. Each mat features a smooth transition from dark to light in a specific hue family, creating a stunning ombré which emulates the seasons changing from colder to warmer. The Block Stripe Shag mat is available in three standard sizes:

- Doormat 18" x 28" / 46 x 71 cm
- Utility Mat 24" x 36" / 61 x 91 cm
- Big Mat 36" x 60" / 91 x 152 cm



Candy (left) is a new colorway joining the **SHAG MIXED STRIPE INDOOR/OUTDOOR MAT COLLECTION**. Bold black and white interspersed with pops of color is reminiscent of a classic American soda fountain or penny candy shop. The thoughtfully tufted mixture of boldly colored stripes in varying scales appear as perfect complements placed between consistent lines of black and white. Candy's playfulness underfoot is ideal as a welcome into the home, or the entranceway of any room. The Shag Mixed Stripe mat is available in three standard sizes:

- Doormat 18" x 28" / 46 x 71 cm
- Utility Mat 24" x 36" / 61 x 91 cm
- Big Mat 36" x 60" / 91 x 152 cm



All Chilewich Shag floor mats are made from phthalate-free PVC yarns and both woven and Shag designs are treated with Microban® antimicrobial product protection for the highest standards in environmental and durable design.

All of the Spring/Summer 2017 products are made in the U.S. with the exception of the Petal placemats, which are produced with a partner factory in Taiwan. Chilewich continues to take pride in the fact that 90% of their entire offering of designs is American-made in their own facility. For additional information about Chilewich and its products, please visit www.chilewich.com.

ABOUT CHILEWICH

Chilewich original textiles have been enhancing interiors around the world since 2000. Each season, a new collection for table and floor that embodies the company's distinctive aesthetic and unique vision is created by founder and creative director Sandy Chilewich. Continually stretching the boundaries of what to expect from a textile, Chilewich styles are renowned worldwide for their durability, ease of care and inventive design. With a commitment to "Made in the U.S.A.", Chilewich designs and utilizes custom machines to produce their placemats, of which over 1.6 million are made each year. Additionally, over 15,000 rugs are individually self-bound by hand annually. Guided by innovation and discerning taste, Chilewich designs exemplify the new standards for modern textiles.

ABOUT TERRASTRAND

TerraStrand® is the proprietary name of the yarn that Chilewich has developed in an effort to make significant environmental improvements in their products. Used in over 90% of their portfolio, TerraStrand® is 100% Phthalate-Free and contains 25% renewable vegetable content. Every square yard saves 0.02 gallons of Petroleum and 0.41 pounds of CO² as compared to conventional woven vinyls. The Spring/Summer 2017 collection features this innovative yarn in all of the products except the Shag mats.

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