

# Maxwell

F A B R I C S

## SEPTEMBER 2009 FALL COLLECTIONS



Fabrics Shown from *Home Life*

This season we have created 2 linen collections to add to our current linen library of *“Pot of Gold”*, *“Only Natural”* and *“Luxury Linens”*.

*“Nature Lover”* is a relaxed, yet luxurious collection of natural linen designs created exclusively by Maxwell Fabrics. Our 33 sku collection of washed “pocket weave” jacquards, charming embroideries, and chic multi-toned stripes and textures was designed to work as a series of harmonious patterns to mix and match for casually refined draperies and bedding ensembles.



Fabrics shown from  
*“Nature Lover”*

The color pallet for *“Nature Lover”* was developed in correlation with Pantone’s new “chameleon” neutral color forecasts as mentioned in the trend report above. We focused mainly on natural linen tones, and included subtle infusions of soft green, faded blue, or stone washed gray; neutral colors that seem to work within any color story.



Patterns featured from the *“Home Life”* collection

Our second linen story is *“Home Life”*, a 42 sku collection of casually elegant linen casement weaves and exclusive crewel-like embroideries. Our inspiration to create a tranquil collection of informal vintage-like textiles for draperies and bedding, led us to develop 3 chic embroidery designs woven on a soft gauzy base cloth with chunky linen yarns.

We developed *“Glide”* a contemporary but classic, all over vine pattern suitable for any décor theme, along with *“Tracings”*, and *“Stencil”*, two slightly more whimsical daisy patterns.

Wanting to keep the color pallet light and airy, we stayed with natural tones of linen, crisp tones of bleached white, and then ventured into more sophisticated neutral color tones of stone, putty, and concrete or “sediment” brown.

*“Nature Lover”* and *“Home Life”* are simple, yet luxurious collections of natural fibers for an effortlessly chic and timeless style.

This season we are continuing to build our fabric library with extensive color pallets of solid and texture stack books for drapery, bedding, and upholstery.

*“Commodore”* is a sophisticated multi-purpose texture developed to replicate the natural look of a linen weave though it has been constructed using polyester yarns to enhance durability and practicality. The beauty of *“Commodore”* is the high abrasion of 200,000 double rubs, which allows diversity in upholstery applications while the full bodied hand creates a thick, casually tailored drape.



Fabric featured is *“Commodore”*

We worked with color experts in Belgium to create a two-tone color effect within the weave of *“Commodore”* resulting in a 30 sku collection of distinctive color combinations.

We concentrated on combining various tones of brown and gray to create depth and dimension and expand our breadth of neutrals to include values from light to dark. Once our neutral story was perfected, we worked to create fashion forward colors including sapphire blue, Caribbean Sea green, and canary yellow.

*“Commodore”* works perfectly with natural linen looks like *“Nature Lover”* and *“Home Life”*, yet stands on its own as the statement piece of a tailored or casual setting.

Trends forecasted for 2010 emphasize luxurious, yet simple elegance focusing on the importance of comfort, quality, and practicality. To achieve this, interior design must balance fashion forward trends with sustainable style. This concept led us to create a 90 sku color compilation of sumptuous, high quality, solid and textured chenille, perfectly named **“Curled Up”**.

**“Curled Up”** is a mélange of thick, chunky, plush textures for both casual and formal looks, with occasional touches of metallic lurex yarns for a shot of contemporary shimmer and shine.



Patterns featured from **“Curled Up”**

Our color pallet was developed exclusively by Maxwell Fabrics using Pantone’s latest direction of “new neutral” color families. Our main focus was to create an extensive pallet of neutrals; gray, brown, and white in every value and tone imaginable. **“Curled Up”** also offers a striking spectrum of color ranging from lipstick red, orange, lime green, and sapphire blue.

This will be the workhorse book for every designer in 2009 and throughout 2010.



**“Saint Marten”** was inspired by the luxurious look of Hollywood glamour. Satin drapery has been making a major comeback due to the desire for sumptuous shimmer and sheen, creating the perfect entrance for this silky tone on tone stripe. bar or restaurant.

We have created a rich color pallet in neutral metallic tones of steel, platinum, bronze, copper, and gold, in addition to vibrant, fashion

forward colors like yellow, teal blue, and plum.

**“Saint Marten”** also passes NFPA 701 making it a perfect selection for grand draperies in a hotel or a funky choice for restaurants and lounges.

**“Center Stage”** is another essential multi-purpose “work horse” for every design library. This 50 sku collection consist of a solid file cloth and coordinating 1 ½ inch stripe in 25 sophisticated colors. Our color pallet focuses again on neutral grays, warm rich tones of taupe and beige, and a great selection of whites including a true crisp white. Our vibrant fashion colors are right on target with this year’s trend forecasts boasting hot fashion colors like canary yellow, fire orange and Caribbean teal blue.

This collection will have its place in every home.

Have another great season!



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