

# Maxwell

F A B R I C S

Winter Collections 2010



*Pattern "Juneau" featured in photos*

## Collection Preview Descriptions

### What's New @ Maxwell Fabrics

Every season I have the opportunity to travel to the major international textile trade shows to research the newest trends in our industry, analyse the key messages from those shows, and decipher important colors, materials, and patterns for interpretation into fabrics for our market.

Our research shows, as we move into the new year, there have been definite changes in consumer attitude and activity. There is an overall optimistic outlook within the industry and positive consumer reception to modern trends in fashion and décor. We continue to see growth in consumer demand for sophisticated shine and metallic color while at the same time we have seen a surge in demand for natural looking fabrics and neutral color palettes.

Our customer base is more style and quality conscious than ever and therefore making smarter buying decisions. Despite challenging economic times we continue to grow and gain consumer confidence through the value of design and service we supply to the knowledgeable and demanding consumer base. The positive response from the market encourages our creativity and inspires a higher level of product development; which is evident as we launch our newest collections for winter 2010.

## Winter Collections for 2010

**SHEER BLISS** is a dynamic collection of chic modern sheers designed exclusively for Maxwell Fabrics. This exciting collection consists of innovative and unique constructions and textures, sophisticated patterns and contemporary embroideries. Our color palette concentrates on metallic color tones of bronze, copper, gold, and silver, along with modern neutrals ranging from pearl white to charcoal gray.

“Sheer Bliss” collection highlights:

One of the newest trends on the market is a woven “mesh” construction inspired by the look of netting. Using yarns with a slight sheen and a rich metallic color pallet we created pattern “*Dream Catcher*” and “*In Sync*” (our glamorous interpretations of fishing net).

A modern spin on embroideries is the new “peek-a boo” sheer in which designs are cut out of the embroidered pattern creating a hole in the material. This innovative fabric makes a statement all on its own, but looks super stylish when layered to create full, flowing, unstructured silhouettes. Since we love this look so much we created 3 “peek-a-boo” designs: “*Open Air*” is a graceful all over vine, “*Marley*” a whimsical floral motif, and “*Holey Moley*” with cool, contemporary circles.

“*Taryn*” is a double cloth organza with a subtle moiré ground, a slight sheen, and a ton of body. This is truly a luxurious looking fabric on the cutting edge of fashion in rich metallic colors.

The last pattern to mention in this collection is “*Sequins*”, a shimmery sequin pattern created using special weaving effects to mimic a 3-dimensional design. The resulting illusion creates one dramatic and sexy fabric!

Similar to our previous sheer collections we have included basic voiles and batiste sheers, many of which pass NFPA 701, therefore making this another one stop, easy shop collection for every sheer library.



*“Sheer Bliss”*  
Patterns listed from left to right:  
*Sequins, Marley, & Dreamcatcher*

## Winter Collections for 2010

**V.I.P LOUNGE** is an eclectic collection of contemporary upholstery patterns covering a full spectrum of the most current trend colors. We placed a large emphasis on tones of gray then added bright pops of color with canary yellow and fuchsia pink.

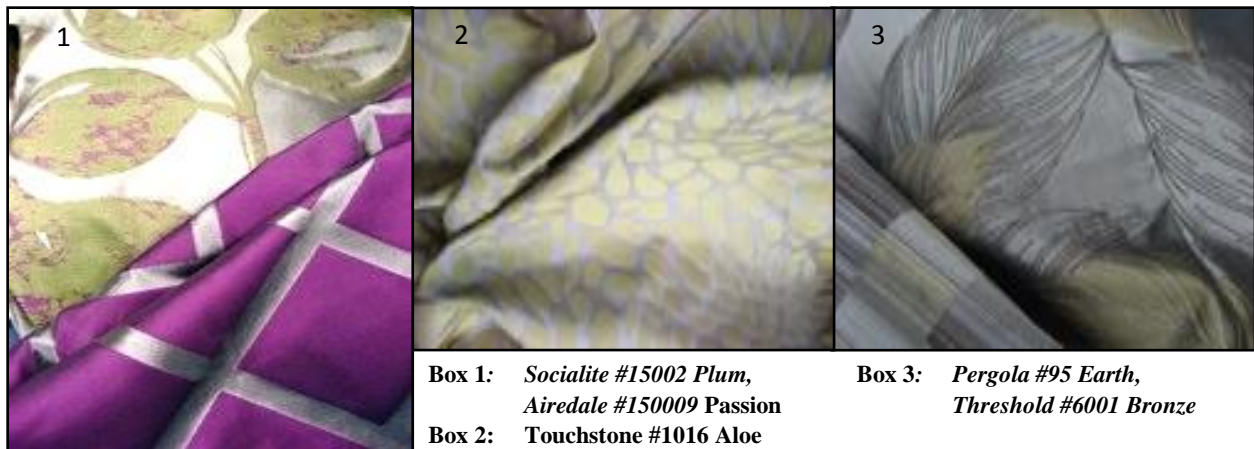
Over 90% of this collection was made exclusively by Maxwell Fabrics to pass over 30,000 double rubs and therefore the perfect resource for contract and commercial applications.



*Patterns shown from V.I.P Lounge left to right:  
Zoom Zoom, Rory, Tickled Pink, Module, Spot Dance, Rory, Sashay*

**NEVERLAND** is a magnificent collection of shimmery silk-like taffetas in complimenting and coordinating designs created exclusively by Maxwell Fabrics. We were inspired and influenced by pattern trends seen at recent fashion and textile shows to create an exaggerated modern floral design, a stylized chrysanthemum pattern, and a bold diamond with coordinating ½ inch stripe.

Our color palette introduces exciting color combinations like topaz and fuchsia, seaweed green and silver, or platinum gray and chocolate brown. This sensational collection will infuse glamour and style into any setting.



**Box 1:** *Socialite #15002 Plum,  
Airedale #150009 Passion*  
**Box 2:** *Touchstone #1016 Aloe*

**Box 3:** *Pergola #95 Earth,  
Threshold #6001 Bronze*

*Patterns shown from "Neverland"*

## Winter Collections for 2010



*Fabric shown from "Neo" collection*

**NEO** is the ultimate "trend" pattern of the season and exclusive to Maxwell Fabrics in North America. This linen-like texture is woven in part with shiny viscose yarns to create a metallic sheen, resulting in the perfect balance between sleek, luxurious glamour and casual elegance.

The color palette offers a sophisticated range of rich multi-toned neutrals and captivating colors like fuchsia pink and neon-green.

Since Neo passes over 50,000 double rubs it is a knockout fabric to use in any modern décor scheme or trendy commercial setting.

**WINDJAMMER** is an innovative bonded fabric developed in Belgium using new technology and weaving techniques. The face side of the fabric has the hand and look of crisp cotton sateen but was created with an adhesive layer of interlining on the back. This fabric is genius!

Self-lined fabrics have been a new trend in Europe admired for its decorative look and practicality. This new construction creates the desired bulk and body achieved with interlining and provides 100% black-out properties eliminating the need for additional lining. The bonded layer allows for a beautiful pleat and crisp clean drape but also provides additional strength and stability enabling Windjammer to pass over 200,000 double rubs. The color pallet concentrates on a broad range of modern neutrals with additional splashes of bright and energetic contemporary colors. Windjammer was engineered as a high quality fabric combining function and fashion.

**JUNEAU** is a heavy-duty microfiber upholstery exclusive to Maxwell Fabrics. The soft sueded hand and subtle surface weave provide just enough depth and texture to achieve minimalism tailoring yet still look warm and inviting. The additional knit backing creates extra stability allowing the fabric to pass 140,000 double rubs, therefore perfect for a wide variety of commercial settings, not to mention the hard wear and tear of a family room. The color pallet covers an exceptional range of neutrals including a crisp white and a broad selection of grays. This will be an essential "work-horse" fabric this season.

The entire Maxwell collection offers diversity in style and color, yet remains committed to providing exceptional value, quality, and customer service.

Enjoy this season's collection and do not hesitate to contact me with any questions for further information.

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