

Maxwell [COMMERCIAL]

SPRING 2014



For Commercial, Contract & Hospitality Design

Form Meets Function

Maxwell Fabrics has experienced a surge in large-scale commercial, contract and hospitality orders. We have responded to this growth by growing our contract order desk and launching a new website.

Over the past year our North American sales team actively engaged with specifiers and attended several commercial market trade shows such as IIDEX in Toronto, HD Expo in Las Vegas and BD West in San Diego. This representation has been supported by increased editorial exposure in Luxe Magazine, Coastal Living, Style at Home, Boutique Design, and Lonny magazine.

We strive to bring customers the most appealing, diverse and bold fabrics that exceed project requirements in both performance and style.

Standout Color Trends

- Orange ranges from tones of warm tangerine to citrus brights.
- Greens reign supreme, with spearmint gaining star attention, adding freshness and modernity to any setting.
- Grey is the foundation for any design concept and helps tell a complete color story, either as a base for layering with color, or as a sophisticated standalone palette.

Design Trends

- Tribal: there is a strong direction this year towards African tribal motifs, animal skins, and ikat prints.
- Refined rustic: tweedy, natural textures are paired with more structured sophistication in the form of lustrous metallics and plush, luxe textiles.
- Modern-meets-throwback: vintage and retro looks are reimagined in freshly-hued palettes



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The Studio Collection

Live in Style

We are proud to introduce a new upholstery series to our Maxwell brand. The Studio Collection is a series of books inspired by the world in which we live. During our travels we were inspired to create a global variety of upholstery patterns in the most fashion-forward designs, colors and textures for chic, comfortable living. Each book from the Studio Collection is filled with patterns passing over **30,000 double rubs**, making them ideal for commercial use.

Studio Cape Town

Global Cool

Studio Cape Town offers rustic, tribal looks expressed in a modern way. We have designed a unique mix of small-scale geometric designs using cozy chenille on naturally matte linen-like grounds.

The palettes of warm tangerine, forest green and deep berry tones provide a fashion-forward yet earthy and natural look to achieve a refined global sophistication.



Above: Table Mountain #701 Zebra (settee), Reserve #101 Jaguar (upright cushion), Table Mountain #701 Zebra and Stampede #205 Feather (bolster) and Reserve #302 Ivory (cushion). Left: Tangle #07 Amber and Zig Zag #110 Tangerine.

Studio LA

West Coast Chic

Studio LA is a heavy duty upholstery collection of plush chenille and linen, a perfect look for commercial and residential settings. It offers a bold mix of contemporary geometric patterns, stylized florals and sophisticated stripes.

The colors in Studio LA highlight fresh color combinations of icy mint and cool jade balanced with deliciously rich neutrals in chocolate and gray. Studio LA sets the stage for trend-setting, easy-to-live with decor.



Above: Hollywood #101 Honey Gold and Venice #202 Doeskin



Above: Coastline #03 Lotus (floor cushion), Marina #303 Jade and Hollywood #103 Mist (sofa cushions) and Fairfax #106 Ivory (upholstery fabric).

Studio Paris

Ooh La La!

An effortlessly stylish collection, Studio Paris is comprised of contemporary chenille patterns that work in combination to achieve a fresh and vibrant ambience.

Sleek stripes compliment small-scale geometrics while a whimsical yet modern floral exudes a playfully chic and cool quality.

A fresh color palette featuring trendy yellow, adobe orange, edgy fuchsia, and soft lilac compliments modern neutrals in gray, black, white, and taupe.



Above (left to right): Merci #405 Berry, Rendezvous #406 Valentine (cushion), and Cirque #207 Sugarplum.

Studio New York

Retro Revival

Studio New York is a sophisticated collection of geometric chenille patterns and textures in a complementing color palette designed to inspire a modern setting with a refined retro vibe. A washed finish results in a soft plush touch and feel while maintaining durability for easy day to day living. Studio New York was developed with a focus on unifying design and function to create a cohesive space. This collection binds style with meaning and functionality. A warm and rich color palette of saturated teal, magenta, plum and chocolate work together to provide a complete room setting of livable luxury.



Above: Times Square #10 Concrete (sofa); cushions left to right: Rockefeller #08 Coin, Radio City #05 Opal, Times Square #111 Sapphire, and Grand Central #105 Ocean. Ottoman: Grand Central #105 Ocean.

Studio Stockholm

Inviting Modern Decor

Studio Stockholm was inspired by vintage looks of washed woods and faded fabrics. This collection is shabby-chic, revamped and uplifted. Soft and sumptuous chenille paired with the natural look of textured linen reflects traditional charm with a modern appeal. The light color palette is tastefully accented with bright tones of fuchsia and acid green, but centers on the usability of naturals and neutral grays. Studio Stockholm is the perfect approach to balance traditional settings with contemporary elements.



Above cushions: Dalarna #7 Geranium, Uppland #7 Raspberry, Uppland #9 Sugarplum, Grona Lund #4 Violet, Abba #4 Orchid. Ottoman right: Dalarna #6 Steel & Abba #5 Stormy Sky



Above cushions: Uppland #7 Raspberry, Dalarna #7 Geranium, Vasa #3 Petal



Chairs: Sumi #1 Captain. Cushions Blossom #1 Amethyst

Studio Kyoto

Modern Zen

The Kyoto collection is a composition of contemporary wool and chenille looks. It's cozy comfort, dressed up in modern sophistication, for a livable & polished setting. The color palette features beautiful grays, sophisticated navy and soft plums that intermingle and work together to create a calming, yet strong statement.



Ottomans top to bottom: Harashuku #4 Silver, Sumi #2 Putty, Harashuku #3 Pearl, Konami #2 Dove.

Upholstery Two's Company

Texture Play

Two's Company is an ultra-contemporary heavy-duty bonded upholstery fabric with a natural linen look. Colors range from neutrals to fashion-forward brights. Its longevity is perfect for a commercial application while still offering a comfortable and natural look. Two's Company offers two patterns, Tetra and Tundra, both exceeding **100,000 double rubs**.

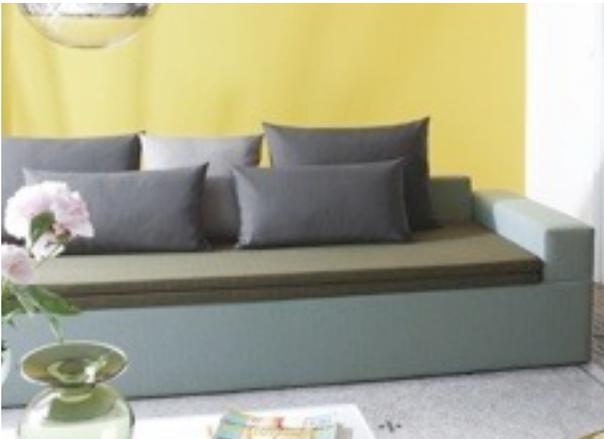
Right: Tetra #4 Taupe and Tetra #22 Duckegg (sofa upholstery). Cushions: Tetra #3 Griffin and Tetra #23 Quartz



Warrior Classic Chenille

This beautiful chenille has a fine shaved pile and soft wash finish that creates a casual and relaxed appearance. The slightly distressed look provides texture and movement accompanied by a soft hand and drape. Trendy blues offer a punch of color while forest green provides new variety within this sophisticated collection. Warrior is an ideal choice for heavy-duty upholstery in any commercial setting, passing **40,000 double rubs**.

Left: Warrior #326 Murmur (chair) and Warrior #33 Sunflower



Above: Marlon #06 Flint, #5 Dove, #4 Griffin and #1 Slate.

Mainstays Knit-Backed Upholstery

This exclusive Maxwell Fabrics collection of highly styled cotton knit-backed upholstery was designed specifically for heavy-duty use. Pattern Marlon is a casually chic linen-like texture in a beautifully subdued color palette of natural linen tones, washed blues, earthy reds and faded aubergine. In contrast, pattern Maitland is a richly colored twill weave with a subtle surface sheen, achieving a sleek dressed-up denim look suitable for any modern setting. The intense color palette of vibrant teal blues, chic metallics, warm reds, and perfect plums make this pattern shine. Both patterns in this collection pass well over **50,000 double rubs**.

Triple Crown Glam Dimension

Triple Crown brings glamorous upholstery looks to your design projects, offering richly saturated colors of ink blue, deep plum, apple green and dazzling orange alongside elegant neutral browns, grays, whites and taupes. Designers who are looking for heavy texture with a slight sheen and an opulent finish will find it with Triple Crown. All three patterns in Triple Crown exceed **90,000 double rubs**, providing a durably sleek solution for upholstery pieces.



Chair above: Sir Barton #214 Lime and Thoroughbred #4 Beluga (cushion)

Nano-Tex



Chair: Essex #25 Platinum, Pillows: Lowell #3 Natural.

Spill/Stain Protection

- Fabric aggressively repels liquids and stains (liquid beads and rolls off).
- Liquids can be blotted off of the fabric face preventing staining.
- Helps prevent staining of fabric from dirt and spills, including coffee, soda, wine, mustard, salad dressing, blood, urine, and iodine.
- Can be easily cleaned with all cleaning agents including detergents, solvents, or 15% diluted bleach solution.

Performance

- Can significantly improve abrasion.
- Highly breathable and comfortable and maintains the fabric's natural hand.
- Lasts the life of the fabric.
- Durable to laundering; tested up to 50 commercial washings.

Flammability

- Most all inherently fire-resistant fabrics which pass NFPA 701 prior to any treatment, also pass NFPA 701 after the application of Nano-Tex.
- Nano-Tex can be used in conjunction with FR treatments.

Environmental Consideration

- Nano-Tex is recyclable and does not affect a fabric's ability to be recycled.
- No Formaldehyde. No PFOA. No VOC.

Applications

- For hospitality, healthcare, corporate, education, entertainment, and residential use.
- Used for upholstery, cubical, drapery, bedding, panel fabrics, and wall-coverings.
- Can be combined with other fabric finishes such as antimicrobial, FR treatments, and all backing types.

Nantucket

Nano-Technology

Nantucket is a complete color compilation of our best selling textures re-colored and re-finished with Nano-Tex.

Beautiful boucle weaves, herringbones, tweeds and chenilles all pass over **30,000 double rubs**, allowing high-end looks to be used with confidence; knowing each upholstery piece is well protected and easy to care for. Nano-Tex protects your design, your installation, and your client in any application and in any space.

NANO^otex[®]



Nano-Tex

NANO-TEX is the first high-performance nano-technology that builds permanent spill and stain resistance into the molecular structure of the fabric. Nano-Tex protects your design, your installation, and your client. Any fabric, any application, any space.

Nano-Tex is permanently bound to the fabric and able to be cleaned by almost all types of hospitality cleaners and disinfectants, as opposed to other performance protectors that are applied topically to fabric and are easily dissolved and removed. Nano-Tex is an individually bonded technology that cannot be removed from the fabric it is attached to.

Velvets

West Wing

Beautifully Sumptuous

A luxurious array of plush cotton looks, polished flannels, and elegantly lustrous velvets.

This sophisticated collection of almost 100 skus is a compilation of rich colors, sumptuous textures, and exceptional durability, making it the perfect choice for any traditional or contemporary upholstery application. Every pattern passes a minimum of **30,000 double rubs**.



Chaise: Winter Sky #1070 Cyan. Pillows: Winter Sky #1070 Cyan, #151 Goldfinch, #0289 Rust & Warsaw #100 Citron. Drapes: Warsaw #100 Citron.



Sofa: Wesley #12 Mineral and #13 Teal. Pillows left to right Wyatt #212 Sterling, #220 Cashmere, #216 Pesto, #160 Flax, #218 Strawberry, and #213 Agate.



Warm Welcome

Right at Home

A complementing collection of modern classic upholstery textures for durable and timeless luxury. Pattern Wesley is a chic twill weave with a natural wool look and feel, while pattern Wyatt is a textured chenille woven with a slight shimmering yarn for added contrast and surface interest.

These natural textures, with a touch of glamour, create distinctly elegant looks for easy every day living. Wyatt & Wesley pass a minimum of **100,000 double rubs**.

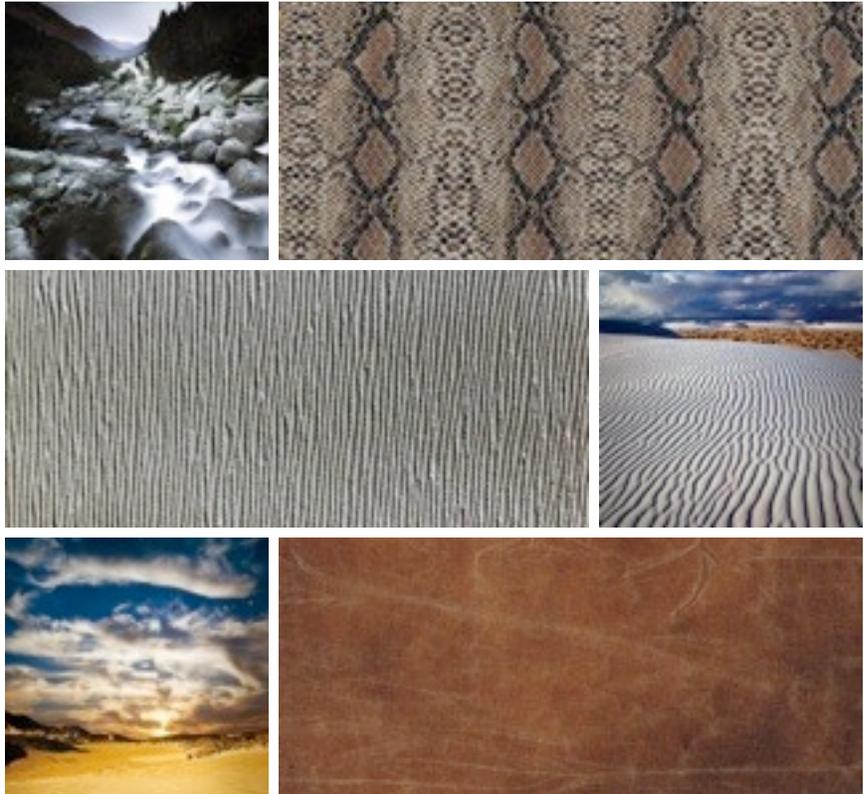
Vinyls

Urban Safari

Decadent Opulence

Shimmer and shine continue to enhance and impact home fashion. Trends emphasize metallic glimmer paired with softer textiles, making the matte/shiny combo one of the most modern and sophisticated looks this season. Adding 3-dimensional qualities, like embossing, to richly textured upholstery results in a wild futuristic chic aesthetic as a new dimension for minimalistic clean shapes with maximum texture.

Urban Safari combines shimmery metallics, worn rugged vintage looks, animal skins, and sleek 3-D designs to create a collection of dynamic signature style with highly durable, everyday designs. All patterns pass **50,000 double rubs or more**.



Patterns listed from top to bottom: Angelfire #114 Boa, Windswept #324 Orchid, Desert Sunset #807 cognac



Clockwise from top left: Hammertime #3 Gold Leaf, Mirror Ball #11 Wasabi, Hustle #2 Navy, Boogie #2 Deep Sea, and Mirror Ball #40 Starlight

Disco-Tec

Innovation in Design

Disco-Tec is an innovative assortment of natural leather looks and contemporary vinyls with a complimenting, softly shimmering, velvet. This sensational compilation of pattern, texture, and color is ready to inject extreme style into any setting.

Unique Highlights

- "Hustle" is a braided patent leather created with a shiny high-tech liquid metal finish which is both extremely durable and easy to maintain.
- "Boogie" is a cutting edge 3D design with a highly reflective surface appearance to accentuate and intensify the vivid color palette.
- "Hammertime" is an embossed pebbled texture in a chic palette of sparkling metallics.
- "Mirror Ball" is a perforated swirl design with a satin finish in a range of vibrant colors and hot metallic tones.
- "Slo Mo" is an elegant, shimmering velvet with a soft drape and saturated color palette to perfectly compliment and soften the cool look of leather.

This diverse collection offers a variety of unique yet complementing styles to complete an entire room setting from upholstery, drapery, bedding, and even sensational wall coverings. Passing over **50,000 double rubs** also enables the entire collection to be used for commercial applications in hotels, nightclubs, restaurants, and bars.

Drapery



Sofa & Chair: Monza #401 Natural, Drapes & Floor Pillows: Major #105 Seafoam. Pillows: Marriott #60 Ocean & Major #130 Honey

Must Haves

Essential Simplicity

Every designer really must have this fabulous compilation of chic drapery textures. Monza is a textured taffeta look, while Marriott is a faux silk; both patterns are inherently FR and are offered in an elegant color palette to complement any setting. Allow these **NFPA 701** fabrics to be the perfect work-horse for your design library.



Above drapery and matching cushions are Labyrinth #201 Aluminum and Soiree #1 Silver.

Wow Factor

A Contemporary Twist

Wow Factor mimics the look of raw, slubbed matka silk and is backed with heavy chenille to create a full-bodied hand and drape. Modern palettes of chic greys, elegant neutrals, and vivid, on-trend fuchsia create a contemporary setting, while soft blues and minty jades set a calm and comfortable atmosphere. This fabric provides effortless elegance for drapery and bedding. Each pattern passes **NFPA 701** and is therefore ideal for applications in stylish commercial settings.



Above drapery is Wow Factor Labyrinth #206 Cafe

Drapery

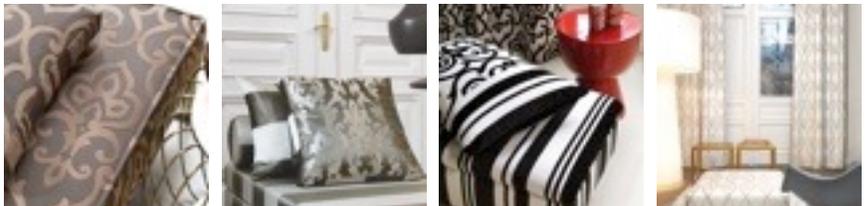
Chatelaine

Modern Tradition

Baroque opulence and modern city chic come together in this sophisticated collection. Polished satin and sumptuous chenille fabrics, in lavish over-scaled traditional patterns, elegantly complement sleek contemporary pieces with comfortable softness, while reflecting the essence of clean effortless design.

Heavy full-bodied draperies and romantic plush upholstery pieces are revitalized with a refreshing color palette. Bold combinations of black and white provide a modern edge to any setting, while subdued tones of mauve and soft teal reflect a posh Hollywood glamour for dramatic yet refined spaces.

Patterns Chauffer, Chesterton, and Caldwell all pass **NFPA 701**, allowing these stunning drapery fabrics to be used for super-chic contract applications.



1 & 2. Chanteuse #195 Flora & Caldwell #200 Quartz 3. Courtesan #190 Aster & Chesterton #185 Haze 4. Courtesan #01 Oreo & Chesterton #100 Penguin 5. Chauffer #02 Vanilla



Pillows: Chopin #625 Spice, Vivaldi #26 Amethyst, Vivaldi #06 Deep Sea, & Vivaldi #27 Twilight.
Drapes: Vivaldi #13 Rose Dust & #26 Amethyst.

Concerto

A Touch of Glam

Concerto is a glamorous compilation of iridescent taffeta drapery in a brilliant palette of color. This collection offers three luxurious qualities each with its own personality and character: Chopin is the quintessential taffeta with an elegant sheen for just a touch of glamour.

Mozart has a wonderfully crisp hand and lustrous surface sheen for an extremely luxe look. Vivaldi has a distinctively soft hand and smooth drape, perfect for a sleek modern treatment. Both Chopin & Mozart **pass NFPA 701** making them ideal for use in any commercial setting.

Drapery

Cabaret

Wide-Width Drama

Cabaret is an innovative collection of wide-width taffeta plaids & stripes, designed exclusively for Maxwell, and developed to pass **NFPA 701** for upscale commercial use. These fabrics create dramatic seamless window treatments with a subtle sheen and silky drape.

The dazzling color palette consists of saturated jewel tones in rich peacock blues, majestic plums, and ruby reds, as well as sophisticated neutrals in grays, browns, and creamy taupes.



Drapery: Troupe #5107 Beach Storm. Bedding is Leading Man #4004 Shade & Troupe #5107 Beach Storm. Solid Pillows: Thespian #0509 Wet Sand.

Pizazz

Fluidity in Fabric

Pizazz is a modern moiré with a captivating multidimensional appearance. The all-over watermark pattern and subtle surface luster creates unique and alluring movement, depth, and dimension in the fabric. The rich shimmering jewel tones alongside modern neutrals create a palette perfect for wall-to-wall drapery. With the added inherent property of **NFPA 701**, Pizazz opens the door to a world of dramatic looks in any commercial setting.



Above: Pizazz #06 Fossil, #22 Plum and #30 Duckegg

Sheers



Air Apparent Understated Glamor

Air Apparent is a stunning series of wide-width sheers designed and developed in Italy, exclusively for Maxwell Fabrics. Finely slubbed and gauzy open-mesh weaves give subtle flowing texture for elegantly chic and stylish window decor.

The color palette of soft neutrals offers a variety of tones to suit any setting. Since most of the sheers in this collection pass **NFPA 701**, and many are the extra wide-width of 124", there is a world of opportunity to use these glamorously understated fabrics with major impact.

Open House Wide-Width Sheers

Open House is an elegant compilation of wide width natural looking sheers in a variety of patterns to choose from including: plain voiles, gauzy textures, stripes, and embroideries. While 90% of the patterns in this collection were designed and developed in Italy exclusively for Maxwell Fabrics, the remaining 10% are simply all-time best sellers.

The entire collection passes **NFPA-701**, yet was created to be a "go-to" sheer book for every designer looking for chic style in wide width sheers.

The Open House collection is the perfect addition to any commercial or residential setting.



Search Online www.maxwellfabrics.com

Our newly redesigned website provides access to over 18,000 fabrics, colors and patterns with several enhancements to find exactly what you need:

- Search by collection, usage, color and type
- Search by performance such as **30,000 Double Rubs**
- Use the Advanced Search to find **NFPA-701** drapery and sheers
- Login to check stock and request memo samples
- Create projects, reserve stock and purchase fabrics

We also have a dedicated sourcing team to help you find exactly what you are looking for memo@maxwellfabrics.com

Our Contract Desk is available at contract@maxwellfabrics.com to answer questions on our fabrics, upholstery, drapery, and sheers related to large-scale commercial, contract and hospitality design orders.

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