

Maxwell FABRICATIONS

SPRING 2014



Spring Collections 2014



In Living Color

Color is becoming the most important ingredient in creating sales in the marketplace, and is key to enticing the consumer while simultaneously satisfying their need for comfort and practicality. Vibrant color is setting the stage but realistically, we live with neutrals. However, even neutrals are heading in a modern direction with tints and washes of color that lead them into the "pastel" color category.

Standout Color Trends

- Neutrals blushed with color continue to direct a palette. Pastels in the softest tones of pale blue, light violet, and minty green are being used as a neutral jumping-off point for interiors.
- Modern looks pair these colorful neutrals with vivid brights. Eye-catching tones of apple green, cobalt blue, popsicle orange and blazing lemon yellow continue to stand alone; however, pairing these hues with new neutrals helps to provide longevity and staying power.
- Metallics, when added in the form of shimmering fabric, add a gleam of light while keeping a soft hand. Metallics range from classic metal grey to new tones in softer, amber-tinted golds and coppers.

Design Trends

- High/Low - The juxtaposition between luxe and casual style is a key design inspiration this season. Understated luxury meets relaxed comfort, creating livable décor with depth.
- Texture Play - Lustrous metallics in tones of gold and copper are paired with tweedy, natural textures.
- A Modern Touch - Add a splash of femininity and color with a range of floral designs. Mix small and large contemporary and geometric patterns with florals for a modern look.

Jennifer Apple
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Clockwise from top left Adrianna #303 Brasila, Love Knots #505 Coral, Adrianna #305 Fruit Ninja, Harper #47 Amazon, One Direction #05 Greybeard, Adrianna #301 Geode, Contours #1934 Moor, Furl #404 Ten Gallon.



Above left to right: Adrianna #301 Geode, Capote #3 Mushroom, Adrianna #302 Tide Pool, Garden Room #22 Pear, Flourish #505 Capri, Vicus #104 Pennant, Adrianna #307 Hot House.

Colorwaves Collection

Colorbooks

The four latest additions to our colorbook collection are a daring mix of bright color and bold patterns which are shown alongside textures and subtle designs for a comprehensive, go-to resource that is right on trend.

The fashion-forward compilation encompasses watercolor florals, geometrics and linen-like textures paired with a touch of sparkle, with added interest from embroidery, tribal-inspired motifs, and animal prints. A range of stripes add color and a masculine feel to balance florals and tie together multicolor patterns.

Fresh combinations of pinks, reds, corals, oranges, and purples come together in the eye-popping **Forbidden Fruit**. Orange tones are full of energy this season, and are being paired with earthy browns and light, luminous tones of metallic toffee shades. Purples range from bright magenta to a rich, regal Byzantium. Classic reds pop in hot, spicy tones. The addition of aqua balances the brilliant, saturated color.

Blue and green are proving to be enduring, versatile colors that shine in **Limelight**. The collection ranges from beachy tones of seafoam and aqua paired with warm coral to vibrant, lively citron greens and deeper marine and peacock blue. A spectrum of green from vintage vegetal and mint shades to deep emerald and everything in between refreshes any décor.

Rag & Bone is a subtle collection of comfortable, washed and relaxed neutrals from clean white to soft ecru with shots of gold and ochre to enliven and enrich the quiet palette. These are calm, soothing tones that provide balance and harmony to create a cozy, serene environment.

Grey is the foundation for any color concept, and the tones in **Concrete Jungle**, from dove grey to deep pewter and charcoal with the addition of rich brown, help tell a complete color story, either as a base for layering with color or as a sophisticated standalone palette.

On the Waterfront

Stripes & Checks

This book is the perfect complement to our Colorwaves library. Timeless and relaxed, these luxurious cottons in a fresh color palette create the perfect go-with collection. These patterns can go in a vintage, country, youthful or casual direction. Choose a burst of color to give energy and personality to a room, or the perfect neutral to add depth to any color.



Above left to right: Bondi Beach #258 Sorbet, Salinas #208 Green Apple, Siesta Key #508 Confetti and Bazan Bay #1508 Confetti. Right image top to bottom: Siesta Key #508 Confetti, Bazan Bay #1508 Confetti, Naples #343 Lobster, Raratonga #538 Hollyhock, Tulum #888 Spring, Bondi Beach #258 Sorbet, Balos #601 Orange, Spanish Banks #70 Blossom, Salinas #208 Green Apple.

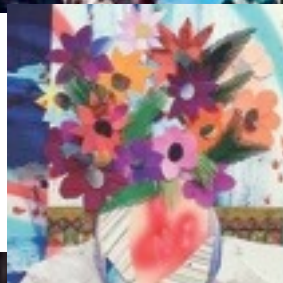
Serenity Sheers

Wide-Width Sheers

Whimsy meets sophistication with this wide-width striped sheer book. Linen content imbues this collection with a drapeable hand and natural texture combined with the ease of use and care of synthetic fiber. Add a layer of tranquility and natural-looking softness to a room while adding visual texture.



Buddha 103 River (left). Tatami #106 Giardino and Kobe #16 Sundae (above).



Maxwell Fabrics in the News

Maxwell Fabrics has experienced a surge in print and digital exposure with editorials in Style At Home, Lonny Magazine, Luxe and Coastal Living. Recently Maxwell's exclusive Studio LA and Studio Cape Town upholstery collections exploded onto the market with a huge impact at design centers from all across North America. "The popularity of all our Studio lines has been astounding, especially since the collections are perfectly suited for residential and commercial design applications," explains Jennifer Apple, Director of Design.



My Silk Road

While forecasting trends two to three years ahead is important when looking forward to new collections, adopting the trend too early is risky.

When a new color trend arrives, it takes time for the end consumer to recognize and then accept the trend into their home. We need to inspire the consumer in response to their desires, but also predict the colors with staying power.

Upcoming Color Trends To Watch For

- Brights will continue to play a major role through 2014 and 2015, reflecting happiness and confidence. The top hues to watch for will be bright, classic cherry red, and a range of luscious berry tones from light pink to deep plum
- Greens reign supreme, with spearmint adding freshness and modernity to any setting, while saturated tones of teal continue to provide drama.
- Pastel-tinted neutrals add romance and softness to a palette in buttercream yellow, palest rose, washed violet, and nude flesh tones

Pattern/Design Trends

- Tribal Warrior – big, bold colorful geometrics embellished with beads, sequins, fringe, and feathers.
- Feathers – plumes in all shapes, sizes, and colors.
- Florals – watercolor florals become clearer and more saturated.

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