

# Maxwell FABRICATIONS

SUMMER 2014



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## Progress & Revival

The concepts of Progress & Revival, two seemingly contradictory themes, are the basis for inspiration for lifestyle trends worldwide in 2014 and 2015. Progress comes in the form of technology which is utilized to continuously innovate and improve quality. Revival is based on the idea that while we move forward, we must also look back on past traditions to seek out and appreciate purity and authenticity.

### Standout Color Trends

- Green continues to be a very strong influencer; nature-inspired tones from dark emerald to vivid citrus lime.
- Navy blue and white combinations are on the rise, while turquoise remains a refreshing choice.
- Pink! Dazzling hot pinks are overshadowing violet as a go-to, and are truly becoming a palette staple.
- Metallics add warmth & luster in copper, bronze, & gold tones while silvers remain fundamental.
- Brown is back, looking updated and on-trend, perhaps overtaking the greys of seasons past.

### Design Trends

- Flora & Fauna - Colorful large-scale digital prints, especially with a natural theme, remain at the forefront of design trends.
- Geometric Equation - The newest looks emphasize honeycomb shapes & 3D designs, but everything goes with this enduring trend.
- Embellished Detail - Traditional embroidery stitch techniques are utilized to create modern designs.
- Design Hallmark - Classic frames & damasks look new again in linen & cut velvet.

# Chi Chi

## Color Me Chic

This collection is a dynamic mix of traditional frame designs paired with modern, geometric patterns. The multipurpose linen-blend jacquard construction showcases a palette of sophisticated naturals and soft neutrals enlivened with punches of hot pinks, lime greens, and tangelo orange. Elegant wide-width ribbon-striped sheers add a layer of softness and texture to each color story. This is a go-to collection to achieve a sophisticated vintage vibe for relaxed interiors with exquisite style.



Left Clockwise: Plumeria # 303 Fiesta, Zuzu # 203 Gumdrop  
Above Clockwise: This Way Out # 103 Supernova, Slinky # 03 Confetti, Plumeria # 303 Fiesta, Jagged Edge # 403 Fizz



“...balancing the light sweetness of the embroideries and creating a unique yet enchanting decor.”

# Spring Fling

## Lighten Up

Traditional looks are re-interpreted in a fresh crop of hues to complete an entire upscale room setting. Charming botanical embroideries on a classic cotton-like ground are shown alongside flame-stitch diamonds, organic branch motifs, and printed brushstroke stripes to tell a timeless design story. Using these delicate designs with the coordinating mottled velvet upholstery adds weight, depth and dimension, balancing the light sweetness of the embroideries and creating a unique yet enchanting decor.



Left Clockwise: Merry Mary # 01 Blossom, Little Maids # 401 Strawberry  
Above Clockwise: Cross Thatch # 201 Supernova, Lily Bells # 301 Orchid

## Lap of Luxury

### Most Wanted Velvets

Velvet continues to be a major trend and our Lap of Luxury collection plays to the insatiable demand. This compilation of heavy-duty cotton-look velvet offers a luxuriously soft, supple hand while the fiber content of 100% polyester allows for ease of care and superior durability. These elegant velvets are shown with complementary pinstripes and a chic mini-houndstooth, providing texture and detail for a plush yet tailored luxury. The diverse spectrum of sophisticated neutrals and vivid hues in conjunction with a high abrasion rating of 50,000 double rubs or more, make this collection a great resource for heavy-traffic areas in both residential and commercial applications.

*Clockwise: Supple # 220 Poppy, Supple # 25 Oasis, Supple # 205 Wool*



## Coastal Living

### Laid-back Elegance

A casually elegant collection of 118" wide linen-look sheers. The utilization of linen and poly blends imbues this collection with an effortlessness of use while encouraging a naturally chic and relaxed style for any window. Sophisticated stripes accompanied by soft mesh and net-like weaves support new textural layered looks while updated modern lace designs add freshness with a vintage twist to any setting. With a selection of patterns passing NFPA 701 this collection is a perfect way to offer residential styling in commercial applications.

*Drapery: Poseidon # 102 Rabbit*

## At Ease

### Essential Upholstery

At Ease offers a breadth of wonderful heavy-wearing upholstery textures and designs to work throughout an entire home. The interesting mix of multi-colored tweed and textured solids paired with small scale geometric chenilles and gorgeous all-over animal skin designs is a workhorse that can build the foundation for a cohesive interior. With over 150 skus and most double rub counts over 30,000, this is simply an essential collection for every residential and commercial designer's library.

*Clockwise: Tote # 94 Quail, Aragon # 089 Cristal, Tote # 87 Sunset*





## My Silk Road

From one season to the next and even from one design show to another, new color and design trends are emerging and shifting faster than ever before. Between design blogs, online shopping, magazines and a host of social media platforms, we are seeing the definition of what's in and what's hot open up, which is very exciting as it gives us variety and allows us to present and refine our individual style. Striking a balance between classic staples and the myriad trends on offer ensures longevity and enduring style.

Upcoming seasons forecast a fresh, renewed excitement and overall feeling of happiness evident in design right now.

### Pattern/Design Trends

- Birds of a Feather – Feathers are still emerging as an on-trend motif.
- Southwestern Flavor – Colors and motifs of the Southwest are on the horizon.
- Traditional Twist – With signs of damask and brocades emerging, we can predict a directional change towards more traditional patterns to come in 2015, although reinvigorated by modern color palettes. Watch for damask, baroque, scroll and acanthus motifs in classic cut velvets with added touches of metallic.

## Upcoming Color Trends To Watch For

- Red is a happy, exuberant color and has been emerging for the last couple of seasons. Red was in fact my prediction for Pantone's color of the year for 2014. As my design scope is not solely limited to American marketing, I can say that red is in and it's hot! A staple color that is easy to live with, whether it's in washed out shades of Nantucket red for casual country looks or in deeper, darker hues to create richness and depth, red is here.
- Even the touted color of the year, Radiant Orchid, is looking freshest when presented with red undertones in the form of regal plum. Plum is a classic, versatile color that can read traditional or contemporary, making it a more sellable choice than feminine orchid tones, with more longevity in the design lexicon.
- Green continues to have major impact on home decor, with a spectrum from light, fresh pastel and mint tones to mid-greens being the most relevant and relatable shades for interiors; emerald looks rather dated next to these softened hues. On the deeper end of the range, hunter green is emerging as a go-to when used within updated palettes, and promises staying power and a grounded look.

*Clockwise from top left: Upcoming Collection (Spring 2015), Color swatches; Maitland # 23 Ribbon, Warrior # 37 Ribbon, Wyatt # 220 Cashmere, Barclay # 736 Plumberry, Warrior # 31 Oasis, Warsaw # 110 Forest, thumbnail and bottom left: Studio Stockholm Collection, bottom right: walker # 190 Heron (chair), Shazam # 24 Lily (drapes), other images courtesy of Tumblr.*

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EXPRESSIONS IN FABRIC

