

# chilewich®

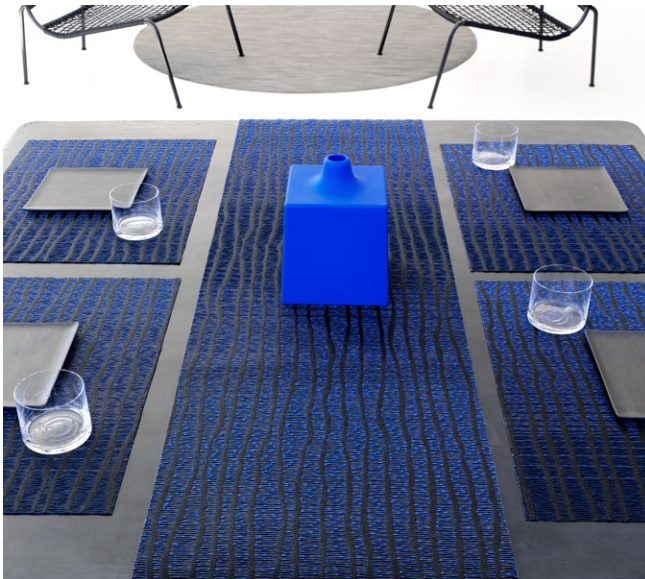
FOR IMMEDIATE RELEASE

## CHILEWICH DEBUTS NEW FALL/WINTER 2017 COLLECTION

Introducing distinctive new patterns, techniques and textures to enhance tabletop and floor.

**NEW YORK – New for Fall/Winter 2017**, Chilewich introduces one of the largest number of new patterns and techniques yet in a single collection. Featuring bold colors, multi-dimensional textures and special visual effects, this collection will fit seamlessly into anyone's aesthetic and entertaining needs. Committed to innovation in manufacturing and pushing the boundaries of textile design, Chilewich has developed a new yarn concept, slub, that creates an ombré or moiré effect and unexpected texture. The slub yarn provides a brand-new look to an already versatile portfolio. Luxurious, durable, stain resistant, and easy to clean, the latest collections are consistent with Chilewich's trademark balance of functionality and distinctive style.

Five new collections for the table, **Current**, **Dash**, **Jewel**, **Ombré** and **The Modern** showcase refined style and superior technique. New colorways for **Basketweave** and **Color Tempo** and a new round shape for the popular **Metallic Lace** pattern add depth to the existing collections. Three new flooring products, **Heathered Shag**, **Shade** and **Speckle**, round out an expansive and expressive portfolio for the home and beyond. Additionally, a **Mosaic** colorway was introduced to the **new Cube Collection**.



**Current** is inspired by the movement of flowing water. Featuring long floats between the lines of the pattern, the style is full of texture and dimension. Current also utilizes a brand-new slub yarn. The creation process behind this yarn involves two separate coatings of vinyl. The first creates a very thin yarn in a single color, then the slub is extruded on top of the first coating in varying dimensions. The two coatings can be different colors, which produces a sophisticated, multi-colored yarn with a subtle shift in color. Available in three colorways: Blue, Gold and Natural.

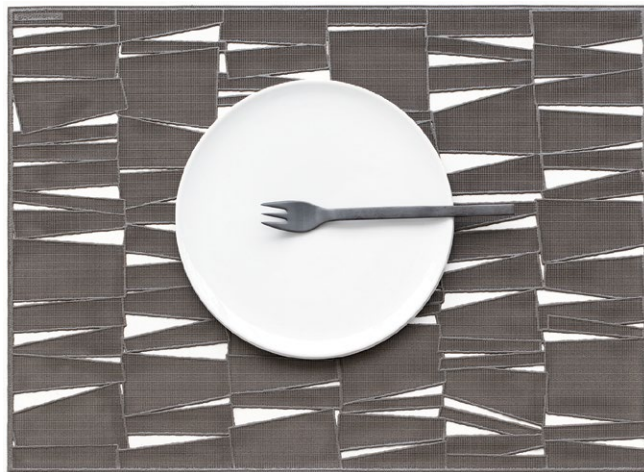
No two pieces of **Dash** are the same. Featuring a jacquard weave with a random but graceful design, each textile is completely unique. Combining her extensive background in fashion and deep interest in different cultures, Sandy was inspired to create Dash by the single lines of stitching found in traditional Japanese Sashiko designs. Available in a rectangle placemat and table runner in two colorways: Indigo and Tan.





Elegant and rich, **Jewel** exemplifies a striking dichotomy between a simple Twill and a complex aesthetic. Featuring the brand new textured slub yarn, a rippled moiré effect is created in the fabric from a combination of even spacing and the tight weave. Available in a rectangle placemat and table runner in four luxurious jewel-tone colorways: Black, Garnet, Opal and Sapphire.

**Ombre** is a textured weave featuring a unique rotation of Chilewich's signature bi-color yarns to create a subtle ombre effect in the warp. The yarns share one common hue, which helps to create a gradual shift in color. Available in a rectangle placemat and table runner in two colorways: Natural and Silver.



**The Modern** is bold and architectural. A molded vinyl placemat with a mesh-like texture, the top layer of shapes creates a geometric effect that allows pops of color to peek through to the surface. Offering unparalleled sophistication and distinctive character, The Modern is available in two colorways: Black and Smoke.



New to the iconic **Basketweave** collection is the Navy colorway, which uses a combination of Black and two different shades of Blue to create the rich hue. **Color Tempo** adds the Pearl colorway, a cooler, lighter grey addition to the popular collection. **Metallic Lace** will now be available in a new round version in Gold and Silver.



**Shade**

- 23" x 36" / 59 x 92 cm
- 35" x 48" / 89 x 122 cm
- 46" x 72" / 118 x 183 cm
- 72" x 106" / 183 x 269 cm
- 26" x 72" / 66 x 183 cm

**Speckle**

- 23" x 36" / 59 x 92 cm
- 35" x 48" / 89 x 122 cm
- 46" x 72" / 118 x 183 cm
- 72" x 106" / 183 x 269 cm
- 26" x 72" / 66 x 183 cm
- 30" x 106" / 76 x 269 cm

Joining the woven floor mat collection are **Shade** and **Speckle**. **Shade** is a flat, tight twill weave that employs the same warp stripe and bicolor yarns as the tabletop Ombré pattern, creating an elegantly gradual shift in color. Available in Birch and Chrome in five dimensions. **Speckle** features a subtle yet luxurious sheen, created from a Jacquard weave that uses a low contrast bicolor yarn in the warp and a pearlescent yarn in the fill. Speckle is available in six dimensions in Blue or Mercury.



New to the **Cube Collection** is **Mosaic**, a popular pattern first introduced for the tabletop. Based on traditional Jacquard constructions, Mosaic is created from original techniques that lead to completely new and unexpected designs. It uses Chilewich's signature bi-color yarns, with each strand containing two different colors. These specific yarns are woven in such a unique way that one of the colors seems to appear and disappear, breaking up the distinct diamond pattern.

Inspired by the design of the innovative **Petal** placemats, Chilewich introduces Petal in an elegant coaster size. These original pieces are beautiful on their own or as a backdrop for small items in the home. These coasters will enhance any table surface both indoors and outdoors. Available in packages of six. Please note that due to the cutouts in the Petal coaster design, they will not protect your surface from condensation or liquid. Suitable for indoor and outdoor use. Made in Taiwan and Phthalate free.



For the first time, Chilewich is offering **72" round rugs**. This brand-new shape and size is ideal for adding an elegant accent to any room of the home. Offered in light, dark, or patterned colorways, the round designs are able to fit seamlessly into a wide variety of aesthetics. The rugs are available in three colors: Ash Reed, Seashell Reed, and Grey Plaid.



A new addition to the **Shag Mat Collection**, one of Chilewich's most popular indoor/outdoor designs, is **Heathered Shag**. Featuring tufted bicolor yarns, it is available in two "color ways": Grey and Tan. Equally at home in the garden or kitchen, patio or bath, this new design will fit seamlessly into a wide variety of styles.

**Available in four standard sizes:**

Doormat: 18" x 28" / 46 x 71 cm

Utility: 24" x 36" / 61 x 91 cm

Big Mat: 36" x 60" / 91 x 152 cm

Runner: 24" x 72" / 61 x 183 cm

All Chilewich Shag floor mats are made from phthalate-free pvc yarns and both woven and shag designs are treated with Microban® antimicrobial product protection for the highest standards in environmental and durable design.

All of the Fall/Winter 2017 products are made in the U.S. with the exception of The Modern placemats, which are produced with a partner factory in Taiwan. Chilewich continues to take pride in the fact that 90% of their entire offering of designs is American-made in their own facility. For additional information about Chilewich and its products, please visit [www.chilewich.com](http://www.chilewich.com).

**ABOUT CHILEWICH**

Chilewich original textiles have been enhancing interiors around the world since 2000. Each season, a new collection for table and floor that embodies the company's distinctive aesthetic and unique vision is created by founder and creative director Sandy Chilewich. Continually stretching the boundaries of what to expect from a textile, Chilewich styles are renowned worldwide for their durability, ease of care and inventive design. With a commitment to "Made in the U.S.A.", Chilewich designs and utilizes custom machines to produce their placemats, of which over 1.6 million are made each year. Additionally, over 15,000 rugs are individually self-bound by hand annually. Guided by innovation and discerning taste, Chilewich designs exemplify the new standards for modern textiles.

**ABOUT TERRASTRAND**

TerraStrand® is the proprietary name of the yarn that Chilewich has developed in an effort to make significant environmental improvements in their products. Used in over 90% of their portfolio, TerraStrand® is 100% Phthalate-Free and contains 25% renewable vegetable content. Every square yard saves 0.02 gallons of Petroleum and 0.41 pounds of CO<sub>2</sub> as compared to conventional woven vinyls. The Fall/Winter 2017 collection features this innovative yarn in all of the products except the Shag mats.

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