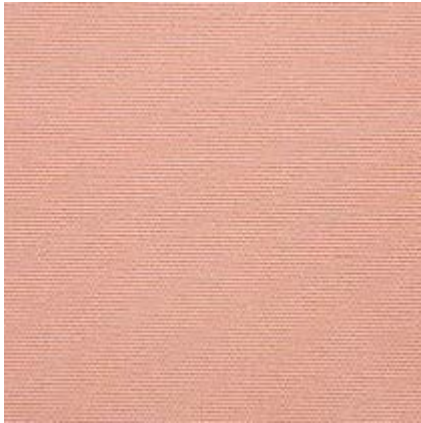
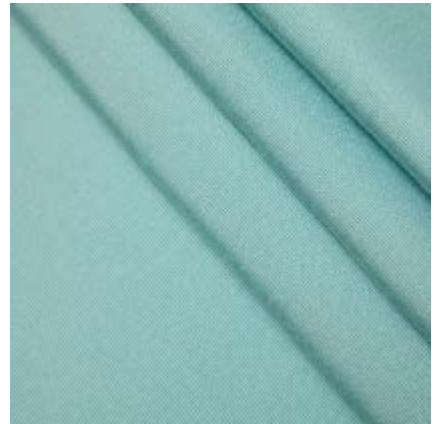


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Chella's Pretty Pastels Redefine Shrinking Violet



CLICK ON THUMBNAILS FOR FULL IMAGES AND PRODUCT DETAILS

Pastels' enduring charm has always been in their sweet and flirty femininity. Yet fashion designers are injecting them with an edgy urbanity that cuts the sweetness and heightens their hipness.

Likewise on the home front, where pastels have been perceived as too precious for high-use areas, Chella proves that pretty can be practical. Sturdy and alluring in equal measure, Chella's charmingly pale performance textiles possess a logic-defying imperviousness to red wine, rain, and the sun's radiance, rendering these indoor/outdoor fabrics a far cry from shrinking violets.

Visit chellatextiles.com to see the complete line, or to order samples and experience the fabrics first-hand, please contact:

Anne Martin
917.817.7557
anne@martinmarcom.com

Miriam Tensuan
917.886.8640
miriam@martinmarcom.com



Rialto in Green Oasis (6600-102)

- 100% solution-dyed acrylic
- Lightfast, resists mildew and stains; machine washable
- Suitable for upholstery, drapery and pillows; indoors and out
- Woven in USA
- Available in 18 colors, to view: <http://chellatextiles.com/Textfab/rialto.html>
- \$96



Fashion Photo: Ralph Lauren, Look #3 Spring 2012 Ready-To-Wear, Style.com. Photo: Monica Feudi/Feudiguaineri.com



Fashion Photo: 3.1 Phillip Lim, Look #20 Spring 2012 Ready-To-Wear, Style.com. Photo: Yannis Vlamos/Go Runway.



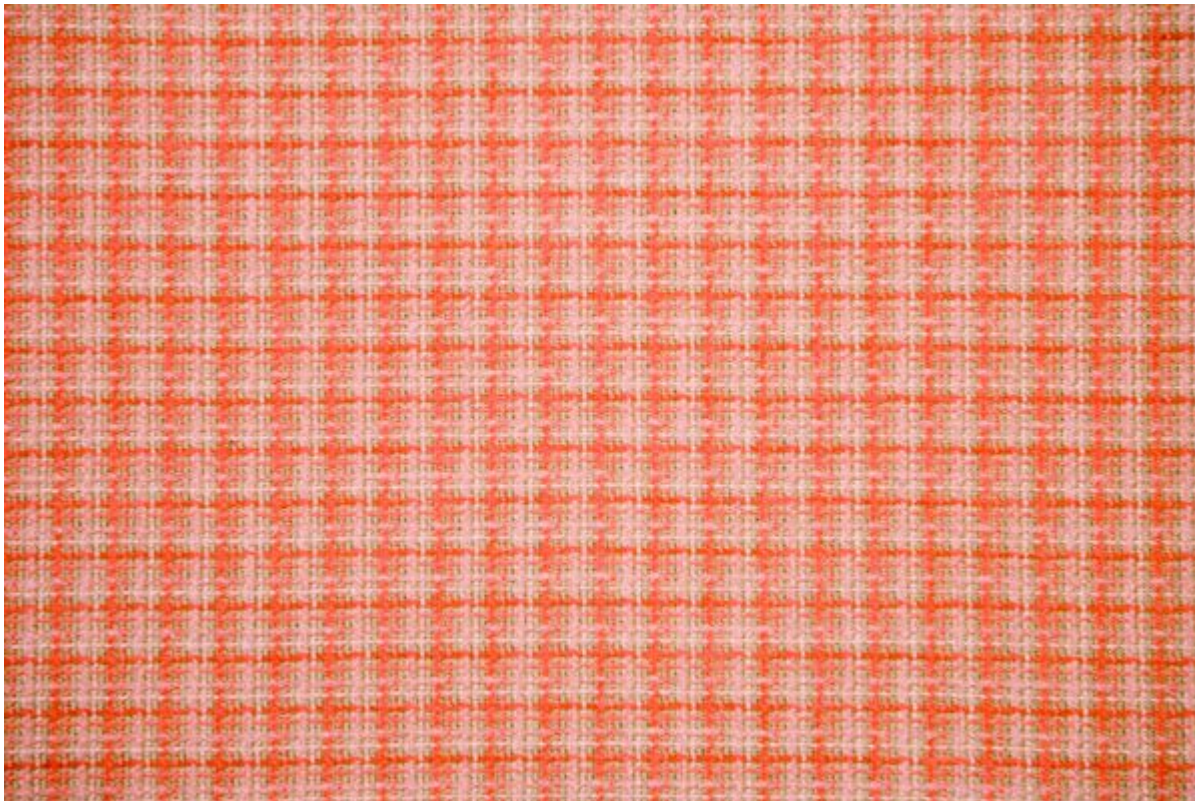
Spiral Matelasse in Cielo (8600-32)

- 100% solution-dyed acrylic
- Lightfast, resists mildew and stains; machine washable
- Suitable for upholstery, drapery and pillows; indoors and out
- Woven in Italy
- Available in 14 colors, to view: <http://chellatextiles.com/Textfab/spiralmatelasse.html>
- \$136



Di Medici in Blush (4400-89)

- 100% solution-dyed acrylic
- Lightfast, resists mildew and stains; machine washable
- Suitable for upholstery, drapery and pillows; indoors and out
- Woven in Italy
- Available in 22 colors, to view: <http://chellatextiles.com/Textfab/dimedici.html>
- \$96



Coco Tweed in Rosa (8700-48)

- 100% solution-dyed acrylic
- Lightfast, resists mildew and stains; machine washable
- Suitable for upholstery, drapery and pillows; indoors and out
- Woven in Italy
- Available in 8 colors, to view: <http://chellatextiles.com/Textfab/cocotweed.html>
- \$176



Click Track in Garibaldi (5200-28)

- 100% solution-dyed acrylic
- Lightfast, resists mildew and stains; machine washable
- Suitable for upholstery, drapery and pillows; indoors and out
- Woven in USA
- Available in 15 colors, to view: <http://chellatextiles.com/Textfab/clicktrack.html>
- \$204



Rialto in Lichen (6600-30)

- 100% solution-dyed acrylic
- Lightfast, resists mildew and stains; machine washable
- Suitable for upholstery, drapery and pillows; indoors and out
- Woven in USA
- Available in 18 colors, to view: <http://chellatextiles.com/Textfab/rialto.html>
- \$96