

# BRENTANO

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## For Immediate Release

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**FASHIONEXT**  
NeoCon

PRESENTED BY  
**BRENTANO**  
Andreu World America  
Chicago History Museum  
MERCHANDISE MART LOBBY  
JUNE 15-17, 2009



## Brentano gets in on the Ground Floor at NeoCon

### Innovative exhibit exemplifies beauty + performance

**Wheeling, IL (June 2009)**—What better place than the lobby to make an entrance into NeoCon? While Brentano has had a presence at the show for years, principally in the Donghia showroom (Suite 631) since partnering with them in 2002, this year's World's Trade Fair marks their passage into exhibiting outside a showroom.

For their debut, Brentano partnered with the Chicago History Museum and Andreu World America to create *FashionNext NeoCon*, a collaborative exhibit demonstrating how the creative worlds of fabric, furniture, and fashion can come together. *FashionNext* is the perfect fit for Brentano—an unconventional exhibit for a company that approaches contract textiles from a unique perspective. “Do you have to sacrifice performance in order to be beautiful?” asks Brentano Design Director Iris Wang. Visit the *FashionNext* exhibit in the lobby of Chicago's Merchandise Mart during NeoCon June 15-17 to decide for yourself.

### About Brentano

Founded in 1990 by Design Director Iris Wang and her husband and President E-Kwan Chen, Brentano has grown from a modest beginning of eight patterns to an internationally represented textile house. Brentano's fabrics stem from Wang's philosophy of balancing beauty + performance. Our growing collection of [eco-fabrics](#) expands this ideology by demanding textiles to meet thoroughly researched standards of environmental consciousness while maintaining their beauty. Brentano offers a variety of innovative and interesting [eco-friendly faux leather](#), as well as high performance [upholstery](#), [fire-resistant](#), [outdoor](#) and [Crypton and Nano-Tex](#) fabrics. For more information, visit [www.brentanofabrics.com](http://www.brentanofabrics.com)

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[WWW.BRENTANOFABRICS.COM](http://WWW.BRENTANOFABRICS.COM)

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