

For Immediate Release

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Primary Colors Shine in Brentano's Display at the 2012 HD Expo

Design Director personally debuts fall collection in red, yellow, and blue

Wheeling, IL (June 2012) — Brentano's arresting new Shibori Wool pattern grabbed attention at the Hospitality Design Expo (HD Expo) in Las Vegas, NV, this year. Coupling a traditional Japanese tie-dye technique (shibori) with an unexpected and durable fiber (wool), the large-scale, organic pattern managed to stand out among the bold primary-colored textiles selected by Brentano for their fifth appearance at the hospitality-oriented event.

The vivid display integrated upcoming patterns like Shibori Wool with Brentano classics, all in red, yellow, and blue hues adapted for hospitality interiors. Brentano Design Director Iris Wang, who attended the show, explained her inspiration as a reflection of the growing optimism in the industry: "I see the mood brightening, and colors too. Every designer should have the opportunity to work with pure, saturate colors like the primaries, and I know that the public is ready for them."

Yellow and blue, the two colors that resonated most with visitors, appeared in recent [Brentano color forecasts](#)— Buttercup for 2011 and Marine for both 2011 and 2012. The upcoming fall Gallery collection, previewed at the HD Expo and available August 1, 2012, will feature both shades alongside a brilliant red. An intensely personal collection that draws upon the Brentano designers' own inspiration as artists, Gallery will introduce 17 new high-performing, eye-catching designs suitable for hospitality, contract, and high-traffic residential interiors.

Like Brentano's entire line, the new collection will be pretested on Leland International furniture and incorporated into the company's graded fabric program. Brentano included Leland's luxurious new HiFi lounge seating in their booth along with [Sputnik](#), the best-selling drapery fabric introduced at last year's show—both fan favorites.

About Brentano:

Founded in 1990 by Design Director Iris Wang and her husband, 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. Their growing collection of eco-fabrics expands this ideology by demanding textiles meet thoroughly researched standards of environmental consciousness while maintaining their beauty. Having celebrated their 20th anniversary in 2010, Brentano continues to offer a variety of innovative and interesting textiles, including eco-friendly faux leather, high performance upholstery, fire-resistant, outdoor, Crypton, Nano-Tex and GreenShield fabrics. Please visit www.brentanofabrics.com for more information.

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Brentano's 2012 HD EXPO display

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