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CHILEWICH DEBUTS NEW FALL/WINTER 2016 COLLECTION Introducing new patterns, metallic tones and rich colors to enhance tabletop and floor

NEW YORK – The Chilewich Fall/Winter 2016 collection introduces a variety of new patterns and updated favorites ideal for holiday entertaining or bringing warmth to the home at any time of year. Committed to innovation in manufacturing and pushing the boundaries of textile design, Chilewich has developed a new yarn concept that creates a more luminous metallic effect, enriching the colorway options for both debuting and established designs. Luxurious, durable, stain resistant, and easy to clean, the latest collections are consistent with Chilewich’s trademark balance of functionality and distinctive aesthetics.

Two new collections for the table, **Plaid** and **Petal** showcase refined style and superior manufacturing, complementing a range of updates to the **Mixed Weave** (Spring/Summer 2016), **Bamboo**, **Basketweave** and **Color Tempo** lines. **Plaid** for the floor and two new color concepts for the popular **Shag Floor Mats** also offer expressive new ways to enhance the home with Chilewich.

Plaid reinterprets a classic weave pattern using 14 different colors for a complex yet refined result. Chilewich has the unique ability to create their proprietary TerraStrand® yarns with two colors on each individual thread. These “bi-color” yarns are woven with solid colors to create a sophisticated textile, with deliberate variation in the sequence and ratio of colors used to calculate a random look. The resulting effect is that of a plaid explosion. Available in three color ways: Tan, Multi, and Grey.



Petal, a new addition to the “Pressed” collection of placemats, is inspired by scattered flower petals. The non-woven textile is created through a complex and time-consuming process utilizing special molds and requiring great collaboration between Chilewich and specialists at the producing factory in Taiwan. Use this delicate modern lace cut-out to surround a plate like a charger, or alone for a decorative and understated placemat that is surprisingly resilient. Well-known for their metallic colorways in pressed vinyl designs, Chilewich introduces Petal in two new shades: Champagne, a soft-whitened gold, and Steel Blue – reminiscent of anodized aluminum.

Mixed Weave Luxe is a more luxurious interpretation of the lighter weight Mixed Weave concept introduced for Spring/Summer 2016. With a nod to the custom of “hand weaving samplers,” 13 different textures are combined in deliberate sequence, with each individual placemat or table runner uniquely representing a section of the larger repeat. Up until now, all Chilewich yarns have been made of a white core yarn and colored outer casing. A new yarn with a shining, gold-colored core and clear coating was developed to create an exceptionally lustrous and unparalleled metallic look. As a result, Mixed Weave Luxe products are denser and more opaque than the first collection, with an opulent texture that truly resembles actual metal. Ideal for holiday dining, Mixed Weave Luxe is available in two luminous color ways: Gold and Topaz.



Chilewich has incorporated this groundbreaking Gold yarn into two established weaves in their portfolio: **Bamboo** and **Color Tempo**. The elegant Amber color in the Bamboo weave provides the first true metallic in this well-loved collection. The **Color Tempo** collection adds the Honey colorway, a gradient transition from ivory to gold that is remarkably radiant.



Further updates to the existing collection include the new Terra colorway in the Classic **Basketweave** collection, in which eight different colors blend to create an enigmatic tone that lies between terracotta and copper. The signature **Bamboo** weave is extended to 18 colorways with Lapis, in which rich blue hues create depth. Select Bamboo placemats are reintroduced in oval shape, and some **Mini Basketweave** styles are introduced in a round option.



Chilewich's newest weave for the table is also available in six sizes for the floor, with self-bound edges and commercial-grade backing for durability. **Plaid's** three tactile and multi-dimensional colorways are all available as area rugs or floor runners, creating warmth and interest underfoot in both rustic and minimalist spaces. Whether displayed with pine wood floors and leather furniture or iconic midcentury designs, the timeless aesthetic of **Plaid** completes a thoughtful and unpretentious look. In an effort to continually offer the best quality products possible, Chilewich has developed a new latex backing for Plaid

that will be extended to all woven floor mats beginning Fall 2016. The latex backing provides a protective, water-resistant layer to the floor mat, more slip resistance and durability, and increased comfort underfoot.

Standard sizes available:

23" x 36" / 59 x 92 cm

35" x 48" / 89 x 122 cm

46" x 72" / 118 x 183 cm

30" x 106" / 76 x 269 cm

26" x 72" / 66 x 183 cm

72" x 106" / 183 x 269 cm

Also joining the woven floor mat collection, the lavish new **Bamboo Lapis** colorway is available for the floor with the new latex backing and self-bound edges in four dimensions:

23" x 36" / 59 x 92 cm

35" x 48" / 89 x 122 cm

46" x 72" / 118 x 183 cm

30" x 106" / 76 x 269 cm



The **Skinny Stripe Shag** floor mat, one of Chilewich's most popular indoor/outdoor designs, gains a new blue colorway that references fashion mainstays like chambray and denim. Eight different colors of yarn are intricately rotated for a flawless repeat. Equally at home in the garden or kitchen, patio or bath, this new colorway appeals to a wide array of styles.

Available in four standard sizes:

18" x 28" / 46 x 71 cm

24" x 36" / 61 x 91 cm

36" x 60" / 91 x 152 cm

24" x 72" / 61 x 183 cm

The **Block Stripe Shag** floor mat is a completely new layout design for the Shag collection, featuring a gradient from burgundy to rust pink that gives the overall impression of a muted, warm red that has been left out in the sun. The alternating white stripes reference a designer's color study, recalling paint swatches or color palette research. Block Stripe Shag was especially designed to fit perfectly in three size offerings:

18" x 28" / 46 x 71 cm
24" x 36" / 61 x 91 cm
36" x 60" / 91 x 152 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 2016 products are made in the U.S. with the exception of the Petal 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.

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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 CO² as compared to conventional woven vinyls. The Spring/Summer 2016 collection features this innovative yarn in all of the products except the shag mats.

For high resolution images, samples or additional information, please contact:

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