



FABRICUT[®]

MODERN HOME COLLECTION

FOR IMMEDIATE RELEASE

**INTRODUCING THE MODERN HOME COLLECTION FROM FABRICUT:
A SOPHISTICATED FUSION OF STYLE AND COMFORT**

OCTOBER 2024 (TULSA, OK) – Fabricut is excited to announce the launch of the Modern Home collection, a stunning array of fabrics that seamlessly blends sleek design with inviting comfort. This curated selection offers a diverse range of modern patterns, from bold multicolor jacquards to subtle textures, ensuring a perfect fit for any contemporary space.

The Modern Home collection features an impressive 176 SKU count and is divided into four distinctive color books: Verdant Oasis, Rapid Blues, Fiery Saffron, and Moon Storm. Each book showcases a unique palette, allowing designers and homeowners alike to explore the endless possibilities of modern fabric applications.

Highlights of the Modern Home collection include:

- **Exclusive Offerings:** Over 95% of our selection is exclusive, providing unique options for those seeking standout pieces.
- **Luxurious Materials:** Experience the richness of cut velvets, sophisticated jacquards, and edgy prints, designed to elevate any interior setting.
- **Innovative Textiles:** Discover the beauty of dimensional embroidery and a variety of complementary textures, creating depth and visual interest.

Whether you are reimagining your living space or designing a new project, the Modern Home collection provides a refreshing selection of modern fabrics that effortlessly intertwine silky elegance with casual comfort.

For more information about Modern Home and to explore the collection, please visit <https://fabricut.com/>

ABOUT FABRICUT

Fabricut Inc. is a family-owned and employee-owned company established in 1954, specializing in decorative fabrics, trimmings, drapery hardware, finished window treatments, wallcoverings, and furniture for the interior design trade. Headquartered in Tulsa, Oklahoma, we serve both residential and hospitality segments through a global showroom network and a dedicated sales force. With a portfolio that includes brands like Trend, Stroheim, Vervain, S. Harris, Clarence House, and Fabricut Contract, we offer a diverse range of products that cater to various design aesthetics and budgets, all backed by a commitment to quality and three generations of family involvement.

For further information on Fabricut, please contact Jamie Hoffman by emailing jamie@spread-communications.com or 201.400.8512

<https://fabricut.com/>

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JACLYN SMITH HOME COLLECTION VOLUME VI



FOR IMMEDIATE RELEASE

INTRODUCING THE JACLYN SMITH HOME VOLUME VI COLLECTION

TULSA, OK (October 2024) – Trend is thrilled to announce the launch of the Jaclyn Smith Home Volume VI collection, arriving at a moment when traditional design is enjoying a remarkable resurgence. This latest collection represents the sixth collaboration between Jaclyn Smith and our talented design team, continuing a legacy of sophisticated and timeless home décor.

Over a year in the making, this collection marks a return to the roots of Jaclyn’s design journey, which began 16 years ago. Jaclyn, alongside our design team, revisited her original inspirations drawn from her own properties. This creative process took us to Tulsa, where we reconnected and delved into the rich patterns and colors that influenced Jaclyn’s renowned Los Angeles and Santa Barbara homes.

The Jaclyn Smith Home Volume VI collection features an exquisite array of fabrics that embody Jaclyn’s signature style. This new range includes traditional multi-color floral prints, classic linen/cotton checks and stripes, intricate small-scale wovens, and elegant crewel-like embroideries. These fabrics are thoughtfully curated and presented in three distinct color-themed books, offering a cohesive and versatile selection for a variety of interior design needs.

The enduring success of Jaclyn’s collections with Trend has always been rooted in her impeccable taste and ability to deliver high-end, stylish looks at accessible price points. This collection continues that tradition, thanks to the seamless collaboration between Jaclyn’s vision and Trend’s exceptional sales team.

For more information about the Jaclyn Smith Home Volume VI collection visit: <https://fabricut.com/trend/>

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ABOUT TREND

Trend: beautiful fabrics, trimmings and decorative drapery hardware at an exceptional value, offering designers, decorators and workrooms a thorough resource for their more value-conscious clients since 2006. Trend’s diverse aesthetic and product categories provide an array of options for drapery, multi-purpose, sheers, prints, silks, faux silks, linings and upholstery fabrics, as well as trimmings and decorative drapery hardware. Ranging from contemporary to traditional and every style in between, including your workhorse solids. Trend is your resource for fabrics, trimmings and drapery hardware at an exceptional value without compromising style.



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QUINTESSENTIAL

COLLECTION





FOR IMMEDIATE RELEASE

VERVAIN UNVEILS QUINTESSENTIAL COLLECTION: A TRIBUTE TO CLASSIC ELEGANCE AND TIMELESS DESIGN

TULSA, OK (October 2024) – Vervain, renowned for its exceptional textiles and distinguished artistry, proudly announces the launch of its latest collection, **Quintessential**. Celebrating over 20 years of design excellence, Vervain continues to set the benchmark for traditional interiors with a fresh yet classic approach.

The Quintessential Collection is a homage to Vervain's rich heritage, featuring six of the brand's most iconic and enduring patterns. These pivotal prints, originally conceived as staples in the Vervain portfolio, have been thoughtfully recolored in modern palettes while retaining their classic allure. The collection also introduces four new patterns, meticulously designed to harmonize with the existing designs and inspire creativity among interior designers.

Quintessential is designed to resonate with:

- **Seasoned Designers:** Those who have long appreciated Vervain's classic fabrics and seek to revisit the foundational elements of our brand.
- **New Designers:** Emerging talents who may not yet be familiar with Vervain's storied history and timeless aesthetics.
- **Showrooms and Sales Teams:** Our dedicated partners who have expressed a desire to reconnect with Vervain's roots and showcase our enduring style.

This collection is poised to inspire a new generation of design professionals while reaffirming Vervain's commitment to unparalleled quality and elegance.

For more information about Vervain and to explore the collection, please visit <https://fabricut.com/vervain>

###

ABOUT VERVAIN

Vervain – fabrics crafted with artistry and distinction for the traditional interior - was introduced in 2004 to meet the fabric and trimming needs of the high-end interior. Vervain takes luxurious quality and unites it with expressions of romance, beauty, and vibrancy; taking traditional design to the extraordinary.

Vervain

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STROHEIM®

COLOR III



FOR IMMEDIATE RELEASE

FABRICUT UNVEILS COLOR III: THE LATEST ADDITION TO THE RENOWNED STROHEIM COLLECTION

TULSA, OK (October 2024) – Stroheim is thrilled to announce the launch of Color III, the newest addition to its highly successful Stroheim Color fabric collection. Building on the enduring popularity of the original Stroheim Color grouping, Color III takes inspiration from the success of its predecessors while embracing a refined traditional aesthetic in response to evolving market demands.

Color III marks a significant expansion of the high-end traditional fabric line under the Fabricut umbrella, positioning Stroheim as the definitive luxury book brand in the industry. This launch comes at a pivotal moment, showcasing a curated selection of statement prints, intricate embroideries, sophisticated wovens, elegant wallcoverings, and complementary trimmings.

Key Features of Color III:

- **Diverse Offerings:** Includes a range of prints, wovens, and embroideries.
- **Three Distinct Books:** Sapphire/Pistachio, Pomegranate/Vermillion, and Lilac/Sandstone.
- **Coordinated Collection:** Complements the Color III Trimmings and Wallcoverings.

Traditional design is making a strong comeback, and Color III is poised to meet this resurgence with unparalleled style and sophistication. Fabricut's commitment to excellence is evident in every piece of this collection, reinforcing Stroheim's reputation for luxury and quality.

For more information about Color III and to explore the collection, please visit <https://fabricut.com/Stroheim>.

###

ABOUT STROHEIM

For over 140 years, Stroheim has been a leading resource for exquisite, fine-quality fabrics, wallcoverings and trimmings for the most discerning clientele—a major landmark in our industry. Established in 1865 by Julius Stroheim and then purchased by Fabricut Inc. in 2010, Stroheim continues to boast an impressive longevity and is celebrated as one of the most respected fabric houses in the decorating world. Stroheim has always stayed ahead of the prevailing trends in designs and color, remaining traditional yet always up-to-date. With a breathtaking range of fashion-forward fabrics, trimmings and wallcoverings, Stroheim enhances every room of the house and is suitable for every lifestyle. Its classic designs—stripes, checks, plaids, damasks, florals, tapestries, brocades, chenilles and velvets—are continually refreshed to accommodate contemporary as well as traditional taste.



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<https://fabricut.com/Stroheim>



FOR IMMEDIATE RELEASE

**PARADIGM BY S. HARRIS: A CELEBRATION OF CONSTANT CHANGE
AND TIMELESS BEAUTY**

SEPTMEBER 2024 (Tulsa, OK) – S. Harris proudly unveils Paradigm, a captivating new collection that embodies the perpetual dance of transformation and renewal inherent in nature and creativity. This collection is an ode to the relentless rhythm of the earth, celebrating the interplay of constant change with enduring beauty through a masterful blend of color, texture, and design.

Paradigm explores the elemental artistry of transition, inviting designers and artists alike to embrace the unexpected and revel in the joy of disruption. This collection is not merely a showcase of fabrics and patterns; it is a celebration of the transformative power of space and the extraordinary within the familiar.

The collection is divided into three distinctive themes: **Metal, Coast, and Shadow**, each reflecting a unique aspect of natural and artistic transformation.

METAL

Amidst a stark, sunlit desert, the vibrant marigold stands as a symbol of resilience, its petals shimmering like burnished metal against a monochromatic backdrop. The **Metal** theme blends earthy ochres with the shimmering allure of gold and the rich patina of copper. Deep, velvety textures are complemented by metallic accents that evoke the sunset's glow on ancient artifacts. This theme invites you to transform spaces into havens of warmth and timeless vibrancy.

COAST

Inspired by the intersection of sun-scorched beaches and lush coastal forests, the **Coast** theme captures the essence of two worlds colliding. Here, cool ocean blues and whites intermingle with the earthy greens of the forest canopy. Deep indigo and sea glass hues are highlighted by silvery accents, reminiscent of shimmering waves and the tranquil meeting of sea and land.

SHADOW

In Shadow, the serene beauty of twilight is brought to life. Textured linens evoke sun-bleached driftwood, while silks reflect the rawness of foraged earth. Soft purples, flaxen yellows, and onyx blend with amethyst and lilac to create a landscape that mirrors nature's subtle movements. Black and goldenrod hues conjure the grounded earthiness of volcanic ash and the lingering warmth of sunset. This theme caters to dreamers and seekers who find inspiration in nature's nuanced transformations.

For more information about Paradigm and to explore the collection, please visit <https://fabricut.com/sharris>



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