

KIM SALMELA

FOR

 **CRYPTON®**  
HOME FABRIC





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HIGH POINT, NC (April 2024) - Interior designer and furniture manufacturer Kim Salmela partners with Crypton Home Fabrics to launch her inaugural textiles collection. These woven upholstery fabrics debut on Kim's furniture at Norwalk Furniture during Spring High Point 2024. The performance fabrics are a mix of relaxed, organic and modern designs, inspired by the textured imperfections of vintage rugs.

"I have been using Crypton for years at my factory in LA, high end boutique hotel projects, residential clients and my own home because the fabrics are gorgeous and also are so easy to clean," explains Kim about the collaboration. "I loved getting to collaborate with the design team at Crypton Mills in North Carolina, it was so fun to show case Crypton with these designs."

Kim's design philosophy is about creating furniture that lasts and is livable. This collection takes the performance aspects for which Crypton is known and pushes the envelope with the dynamic jacquard designs. When creating the patterns, Kim designed them specifically for furniture including the profiles she will be showcasing at Norwalk Furniture. The result is large-scale shapes and stripes that wrap the back of chairs perfectly.

The collection will be previewed during High Point in April 2024 at the Norwalk Furniture showroom in IHFC - M108, Main, Floor, Shuttle Stop: 1. The entire collection will launch in May at the Interwoven Textile Fair at Crypton's showroom.

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COMMUNICATIONS

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Laurel: “Boucle Is not going away.” This subdued fabric is soft, inviting, and offers a lower profile texture than most traditional boucles. The solid, rich colors, and the low pile allow enables designers to enjoy the interest of boucle with increased durability and a more subdued effect than most on the market.

LeBlanc Texture: LeBlanc is the perfect, grounding neutral. Like its namesake — a rural town in France — this micro-boucle texture and rich yet restrained colors reflect a landscape that is at once lush, warm, and subdued. LeBlanc features 50% recycled cotton.

Nisswa Stripe: Nisswa, much like the lake-filled landscape that inspired this pattern, is a perfectly imperfect classic stripe. The carefully textured ground combined with the

artisinal line work gives this pattern a beautifully handcrafted look.

Bergamo: Inspired by vintage rugs, Bergamo — named for the town in Milan where Kim found inspiration early in her career — is a modern floral that nods toward antiquity. The softness of this design allows pattern to subtly integrate into spaces without dominating them.

North Oaks: North Oaks was inspired by the rolling Minnesota hills where Kim spent her childhood — a place with winding roads which required a slower pace of life. This modern, heritage pattern evokes the look of rich, European tapestries that bring the wild outdoors, in.

Hennepin: Hennepin, named for Kim’s first curated lifestyle store in uptown Minneapolis, offers an organic geometric pattern with a soft touch. This pattern was designed by Kim by cutting up and piecing together strips of linen, and the result is a gentle nod to the aerial view of a cityscape.

West Village: Add architectural energy into any space by selecting this fantastic body cloth — an oversized West Village windowpane patten simultaneously commands attention while acting as a neutral.

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Crypton Home and Norwalk Furniture will celebrate this collection preview with Kim Salmela with several events throughout Spring High Point Market.

Pizza Party & Prosecco:

A Celebration of Kim Salmela's Crypton Fabric Collection preview at Norwalk  
Saturday, April 13 from 4 - 6 pm

Join us to celebrate and preview Kim Salmela's first ever collection of textiles with Crypton Home while enjoying delicious homemade pizzas made on-site by GIA. Grab a slice, have a drink, and relax before heading out for the evening.

Rue Magazine Design Brunch & Fireside Chat  
with Kim Salmela & Editor-in-Chief Kelli Lamb sponsored by Crypton Fabric  
Sunday April 14 from 10am-12pm  
with lite bites to follow

Start your Sunday off with a fireside chat featuring Rue Magazine's Kelli Lamb and designer Kim Salmela to hear about Kim's first ever textile collection with Crypton Home. Kim will talk textile collection inspiration, share which design trends she is excited about, and more! The first 50 guests will receive a very special Rue Magazine/Crypton Swag bag.

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Pillow: North Oak in Pine  
Sofa: Sintra Velvet by Crypton

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Top Chair: Valentina Chair in North Oaks fabric  
Chair Below: Gabrielle Slipper Chair in Hennepin fabric  
Square Ottoman: West Village fabric  
Gauge Settee: Nisswa fabric

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Kim Salmela has been a creative director for one of rock and pop music's biggest icons, Prince, over 20 years of experience in interior and design manufacturing, owner of award-winning retail stores, designer one of the country's largest home furnishings launches, manufacturer and designer of her own custom furniture line, and she's just getting started.

Her inspiration originates from her globe-trotting adventures. She has an impeccable ability to mix colors, patterns, and texture. She is a believer in buying what you love and not worrying about any design rules. She is truly a designer at heart.

In 2001, Kim started manufacturing furniture in order to fulfill her vision of bold, handcrafted pieces in modern and classic silhouettes. She strives for quality over quantity and is driven by the desire to bring the latest design looks to her customers at value prices. Kim also has partnered with Norwalk Furniture where you will also find her designs at Norwalk showrooms in High Point North Carolina, Las Vegas and Dallas Market.

#### ABOUT THE CRYPTON COMPANIES

With a philosophy focused on thoughtfulness through performance and sustainability, Crypton is committed to fabric innovation and is widely considered the benchmark for indoor performance upholstery. An elegant blend of design and technology capabilities allows Crypton to offer an intelligent, integrated family of high-performance textiles for the contract, home and apparel design markets.

Since its 1993 launch, the firm's flagship product, Crypton Fabric, has revolutionized the use of woven fabrics in the healthcare, hospitality, government, education and contract design segments. Crypton Home® is a leader in the residential markets and is proudly offered by hundreds of national retailers.

Steadfast in its support of the American textile industry, Crypton is headquartered in Bloomfield Hills, Michigan and has facilities in North Carolina with research and development in Kings Mountain, weaving at The Crypton Mills at Broad River in Cliffside and a trade-only showroom in High Point. Crypton products are sustainably made and third-party GREENGUARD Gold certified.

More information: [crypton.com](http://crypton.com)

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