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PRESS RELEASE: DuraCord® Textiles' Newest Additions Featured on Runways in High Point and Chicago

The latest additions to the DuraCord® Textiles line of outdoor fabrics were showcased in a unique and fun way at industry trade shows. Apparel fashions are being created of indoor/outdoor home furnishing fabrics for industry insiders to view. Produced by Reed Publications' Furniture Today and Casual Living magazines, the fashion shows are a highlight to



the activities provided for buyers attending the trade shows including Showtime, High Point, NC June 5 and The International Casual Furniture and Accessories Market, Chicago, IL – September 14.

“We were excited to participate in this runway presentation showcasing our fabrics,” states Carlos Arosemena, Business Development Manager for DuraCord® Textiles. “Our fabric is marketed as “soft as cotton” and what better way to exhibit this, than for someone to dress and move in it.”

Bold and varied shades of blues are being highlighted in the DuraCord® Textiles fashions including bright aquas along with cool coastal and navy blues coupled with bright greens and naturals. “Our custom designs this season range from detailed jacquards to uniquely woven stripes and solids.” stated Laurie Rudd, creative director for DuraCord® Textiles. Crafted of 100% DuraCord® solution-dyed yarns, the fabrics meet the highest specifications for outdoor durability, UV exposure, soak resistance, and stain resistance. A revolutionary feature is that this synthetic yarn does not feel synthetic, but has the soft hand of natural cotton, while built for the elements.

Headquartered in Greenville, NC, DuraCord® Textiles is a designer and manufacturer of custom performance fabrics. DuraCord® Textiles is also a member of the Casual Fabrics Division of the American Fabric Manufacturers Association. For more information on the DuraCord® Textiles visit www.duracordtextiles.com.

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