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## **CALICO LAUNCHES NEW PERFORMANCE FABRICS COLLECTION FROM INSIDE OUT**

***06/17/2019***

The collection of 51 indoor-outdoor fabrics brings interior style to outdoor living.



Calico today announced it is launching a new collection of Inside Out performance fabrics. Created for the 70+ Calico stores, this collection of 51 indoor-outdoor fabrics—crafted by the studio designers at Valdese Weavers in North Carolina—is meant to seamlessly transition interior style to outdoor living.

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“Many think you have to give up something to get the durability of outdoor fabrics—but these days, you can have it all,” says Jennifer Mayer, Calico Merchandising Manager.

“The quality and aesthetics available from today’s performance fabrics give consumers a huge array of design options, with a hand that you would expect from indoor-only fabrics,” says Mayer. Inside Out uses a blend of fibers and special dyeing methods to make these performance fabrics inherently cleanable and resistant to stains. This enables Valdese textile designers to create fabrics with a wide variety of constructions and weave effects. The fibers are also enhanced with UV blocking properties that make Inside Out fabrics more colorfast. “It’s like a sunscreen for the yarns to resist fading. They also exceed all industry standards for durability and pilling and will look good for years to come,” adds Mayer.

There are seven designs in the collection:

- Two statement patterns: KALITTA (Jacobean floral) and AZERA (Turkish carpet medallion design)
- Two stripes: The larger scale awning stripe LANSDOWNE and the smaller scale, complementary WELLFLEET
- Two go-with patterns: The interlocking geo ALAIA and a diagonal Greek key design PAONESSA
- And last, ASTON, a chunky tweed woven with multi-color space-dyed yarns

All fabrics come in a variety of colorways and are designed to be mixed and matched for a cohesive look.

“Calico is thrilled to continue working with Inside Out to bring high-quality performance fabrics to consumers and interior designers,” Mayer said. This is an extension of the successful indoor-outdoor collection with designer Justina Blakeney, sold in Calico stores and online.

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"Justina Blakeney's bohemian-inspired performance fabrics are a huge hit with our customers and our designers," Mayer said. "We're happy to expand our

collaboration with Inside Out to reveal this brand new, exclusive collection just in time for the summer season."