



**FOR IMMEDIATE RELEASE**

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**INSIDEOUT PERFORMANCE FABRICS OPENS OUTREACH GALLERY**

*The Valdese Weavers performance brand will welcome visitors at their  
Steele Building location during High Point Furniture Market Fall 2019*

**(High Point, North Carolina, September 2019)** - InsideOut Performance Fabrics will open their new outreach gallery in Suite #313 of the Steele Building on Thursday, October 17th at 12:00pm. The rapid growth of InsideOut Performance Fabrics drove Valdese Weavers to open the outreach gallery, which focuses on the education and support of the performance brand. InsideOut Performance Fabrics can be seen throughout the Steele building and other High Point Market showrooms as many furniture manufacturers and fabric distributors have placed the product and are experiencing great success.

InsideOut Performance Fabric is the first all-in-one performance fabric to enter the crowded performance marketplace. InsideOut is constructed to withstand all of the messes that happen indoors and the elements of the outdoors, making it a single and simple solution to any performance need. In addition to the core performance qualities of being easy to clean and highly durable, InsideOut is also bleach cleanable, fade resistant and liquid resistant. Valdese Weavers is widely known as one of the best mills in the world for decorative residential textiles and their passion for design is evident in the beautiful patterns, solids and performance velvets that are a part of the InsideOut collection.

Valdese Weavers has extended an invitation to High Point Market attendees to celebrate the opening of their InsideOut Performance Fabrics showroom on Saturday, October 19th from 3:00 - 5:00pm.

**About Valdese Weavers**

Valdese Weavers, a 100% employee-owned ESOP company, is the leading designer and manufacturer of decorative textiles in the United States for use in residential and contract markets. The company operates four facilities in Burke County, N.C., and trades under the brand names Valdese Weavers, InsideOut Performance Fabrics, Valdese Weavers Contract, Circa 1801, Home Fabrics by Wesley Mancini, Valdese International Products (VIP) and Dicey Fabrics. To learn more, visit [www.valdeseweavers.com](http://www.valdeseweavers.com) or connect through Facebook or Instagram @ValdeseWeavers.