

STYLE + STAYING POWER

Curtain fabric releases for 2017 point to ongoing demand for sheers, along with a keen interest in pairing design flair with performance and function, while new patterns and prints, highlighted in particular at the Heimtextil trade fair in January are worth noting. Belinda Smart spoke to key suppliers in the category.

MOKUM/JAMES DUNLOP TEXTILES

Dan Moir, Australian Sales Manager for Mokum/James Dunlop Textiles, says the firm is promoting key new releases entering the market in February that respond to the trend for sheers.

"Ascend and Glaze are two new luxuriously light weight sheer draperies. Glaze has a soft fluid drape and subtle sheen, and Ascend offers slightly more texture with a small scale check. Both designs are weighted, have achieved an AS1530.2 FR certification and are fantastic for residential and high performance commercial interiors."

Another recent release is Delta, he says, a digitally printed design on a high performance commercially rated triple weave. The design takes on the appearance of raw silk and is suitable for commercial and residential interiors. Its washable triple weave construction incorporates an FR yarn to achieve an FR rating and an AS1530.2 certificate. In terms of major trends affecting

the curtain fabric category, Moir notes:

"We are seeing the need for high performance textiles grow in both the commercial and residential sectors. Technological advances have enabled the creation of high performance fabrics that are suitable for both commercial and residential interiors. These are fabrics that are scientifically manufactured to withstand the rigours of the adverse and atmospheric conditions of high-use environments, while still retaining the luxurious feel and soft handle of traditional residential textiles." Moir visited the Heimtextil trade fair in Frankfurt in January and says overarching themes at the 2017 edition of the show point to incremental rather than dramatic change.

"There is certainly no shortage on the world stage for relevant and quality textiles. Walking the halls it was still evident that whilst there hasn't been any dramatic technological textile advances from previous years, lots of minor improvements have led to substantial gains over time, mainly in improved textile/yarn performance and quality consistency. This continues to be evident in the amount of high performance textiles presented."

"As usual there were many trends on show at Heimtextil; unexpected colour pairings, deep contrasts and eye-catching surface work were balanced out with soft textures, low-contrast palettes and a focus on tactility."



Delta Pegasus



Ascend Peg

Warwick -
Casablanca





Warwick -
Daintree



Warwick -
Corvus



Warwick -
Crest

"Metallics remain important, especially in warm tints."

"Comforting natural fibres like linen continued to be prevalent and we saw the comeback of flannel and brushed cotton as well as an increase in non-iron, crease-free pre-laundered treatments for a cosy and lived-in feel."

WARWICK FABRICS

"New trends we are seeing come through in curtaining fabric are a move away from linen looks and a return to the use of metallic and lamé yarns, says Warwick Fabrics Joint Managing Director Cameron Warwick. "Ultra-contemporary mesh weave sheers are the biggest trend right now. This stems from the futurism trend that is currently sweeping fashion and filtering through to interiors."

"Mesh sheers are gaining in popularity due to their open



Warwick -
Lida





Charles Parsons Interiors - La Palma

weave, which ensure a beautiful view isn't obscured, but light is still gently filtered through the window. They are also particularly effective on the current trend of large scale architectural windows as they can be railroaded if necessary to suit a drop that exceeds fabric width."

"Our new sheer collections Zephyr and Theron embody this trend, as well as past best-selling releases Esther and Talia."

CHARLES PARSONS INTERIORS

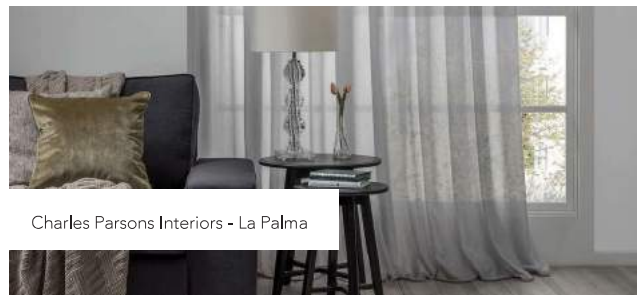
New releases from Charles Parsons Interiors include the La Palma and Biron collections, which both combine on-trend style with practicality. The La Palma range encompasses light drapery and sheers in premium yarns including wool, linen and Tencel. The company confirms this combination of materials has outstanding moisture absorption,

is soft, breathable and "has a fantastic handle which results in a beautiful drape."

A continuous collection at a 300, 310 and 325 drop, the range has the flexibility to be used in a variety of window settings and is ideal for the large windows openings where "light fabrics have been in demand for some time to supplement the light airy looks which feature prominently in interior trends."

The complete range is produced in Turkey.

Meanwhile the Biron range is inspired by organic fabrics but constructed from 100 per cent Polyester in a 150 wide dreamweave. The synthetic composition brings extra durability and easy appearance properties such as wrinkle resistance, sun protection and fire retardancy, meaning Biron is well suited for commercial applications. The fabric is available in 10 colours.



Charles Parsons Interiors - La Palma



Charles Parsons Interiors - La Palma

BASFORD BRANDS

From Basford Brands' Filigree Sheers comes a new release in the sheers category, called Odin. The organic slub and texture of this fabric is designed to mimic all the most desirable features of a classic linen sheer.

"Odin is a fabric that is both easy on the eyes and easy to style, available in a variety of natural and neutral tones. With a 100 per cent Polyester Composition, Odin's palette includes Porcelain, Alabaster, Natural, Woodland, Birch, Marble, Mink, Granite and Ebony."

Basford Brands General Manager Michelle West confirms she attended Heimtextil, where "Key highlights were lots of geometrics with bold colouring. Yellow / orange was strong, working back to a base colour of grey tones. Duck egg had edged towards a green hue and soft muted pastels were big, again back on the grey base." "Sheers were very strong, which is also a reflection of the Australian market currently. The growth in this sector continues as it has for the past 18 months. Sheers are being teamed back with coloured linings, reflected by our own releases. Towards the end of 2016 Maurice Kain released its new range of coloured linings."

West also notes that linen textured plains are increasing in popularity with consumers. "That relaxed, no fuss, casual trend is coming through strongly. This could also be a reflection on what many of the mills were discussing during Heimtextil. Many of the mills around the world rely heavily on developing product for America and Europe, and with both these regions going through uncertain times, the edgy, fashion forward product is not being asked for. Instead it is plains and subdued jacquard designs that are in

demand; things that will sell in a tough market."

Basford Brands has also released its insights into pattern and colour trends for fabrics in 2017.

Pattern

Into the Wild: "This interior trend is all about textures; natural looking materials such as linen and cotton and subtle hues are the backbone. Prints and patterns use nature inspired motifs such as leaves, often with an eroded, worn effect. Digital print is being used to great effect; there are no longer restrictions on how many colours can be used in a print, so more detail and clarity are able to be achieved. Consumers might bring furnishings into the mix with focus on the texture and materials; leather contrasted with rattan and faux fur accents will add the perfect finishing touch."

into the WILD

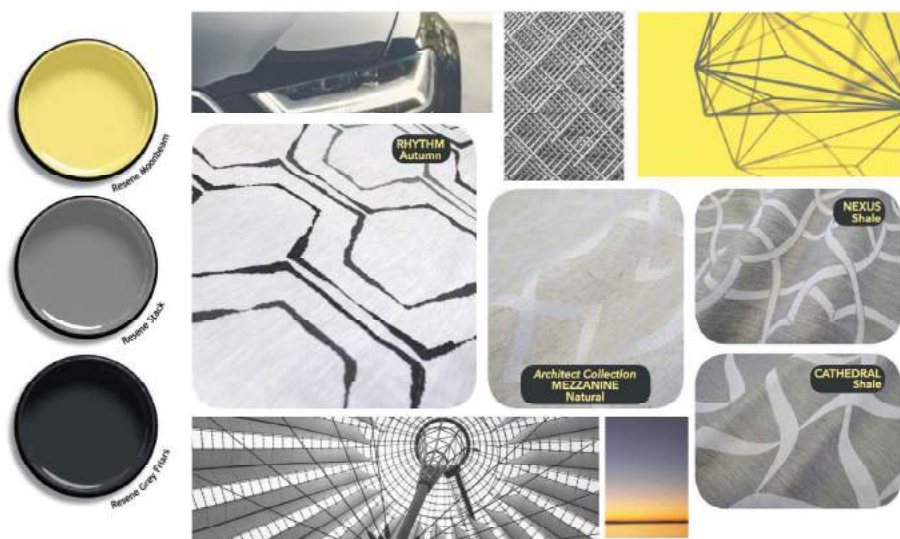
2017 trend board



Modern Geo: "This trend is about geometric shapes, patterns and textures which look set to play a strong role in the year's trends. "Choose from muted tones or monochrome styling to really create a statement piece. Combine with hints of metallic and natural textures for a versatile interior look that is also thoroughly modern."

modern GEO

2017 trend board



FEATURE

Colour

In terms of colour trends, as consumers become more conscious of how colour can affect the mood and atmosphere of their homes, Basford Brands notes three key colour trends for the year:

UPBEAT

Upbeat, bright colours are becoming very popular, as evidenced by the Pantone colour of 2017, Greenery. A fresh vibrant green, it pairs beautifully when used as a highlight with natural shades of linen and greys to create an energetic feeling.



EARTHY

Earthy colours continue to be popular in 2017, but with the addition of powdery pink, terracotta, sand, ochre, cinnamon, rust, olive green. They provide a great way to introduce subtle colour into muted schemes, so they work brilliantly in minimalist, Scandinavian-inspired homes where brighter shades might jar.



JEWEL

In the coming year we will see more rich jewel tones being used in homes. These jewel tones will go hand in hand with the soft pastel colors that continue to be popular. Emerald greens, purples and ruby reds mixed with soft pinks and blues. A mixture of romance and Bohemian.



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