

can Silk Mills.

The line includes 66 SKUs and 12 patterns in bold colors.

"It's very graphic and inspired by regatta sails and jockey silks," says Hedgecock. "We have those classic American regatta colors like blue, crimson and even Kelly green."

BELLA-DURA/ALFRESCO FUNCTIONAL FABRICS

Swavelle Mills expanded their position in the performance market with the recent acquisition of Bella-Dura, which made its return to Showtime after being absent for several years.

The addition comes on the heels of the company acquiring the Alfresco Functional Fabrics brand last year, allowing Swavelle to take a two-prong approach to the indoor/outdoor marketplace with Bella-Dura known for high-end, contract-grade fabrics and Alfresco offering a more residential product.

"We really wanted to get in the outdoor market, so with the acquisition of Bella-Dura, it's kind of a one-stop shop now," says Sarah Keelen, design director, outdoor and performance, Swavelle.

Both brands introduced a range of new designs this market, including fresh looks from designer Wesley Mancini for Alfresco.

INSIDE OUT PERFORMANCE FABRICS

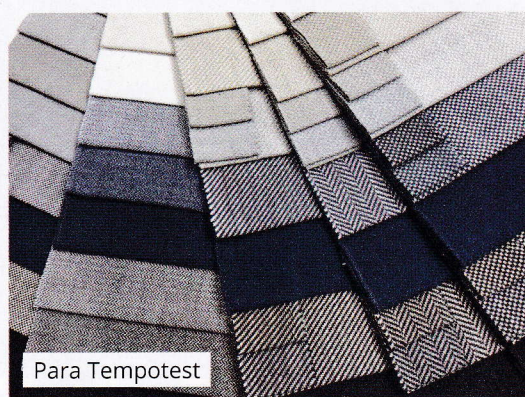
Cut yardage is a big deal for Valdese Weavers' Inside Out Performance Fabrics brand, which added an array of new SKUs to its program.

"Our cut yardage has been a really big push, and we've introduced more patterns and colors this market," says Martha Clifton, market manager, Inside Out Performance Fabrics.

In addition to expanding its cut



Inside Out Performance Fabrics



Para Tempotest



Richloom

yardage program, the company—known for its jacquards—doubled down on texture this market. Super-soft boucle and chenille yarns created patterns that felt as good as they looked, while expanded lines of outdoor velvet and faux leather added a luxurious touch.

"We feel like we have all the bases covered," says Clifton.

PARA TEMPOTEST

In Suites at Market Square, Para Tempotest upped the ante on texture and hand this market. The brand launched a new line of long staple solution-dyed acrylic fabrics, with a soft touch that mimics cotton.

"We're calling it a faux linen feel," says Jeff Jimison, national sales manager, Para Tempotest. "I've never seen anything like it."

The company also added colors to its luxe outdoor velvet collection, as well as a fresh lineup of canvas stripes in punchy hues perfect for outdoor applications.

RICHLOOM

Color was a big story at Richloom this market, too. For its Solarium performance line, the company launched several new patterns and styles, all in a wide array of colors—from neutrals to on-trend greens, blues and teals.

"Teal and blue had the best reaction," says Austin Miller, sales rep, Richloom. "And we've gotten a great reaction to the solids with a little texture."

That visual texture comes from the dimension of the prints in the company's Farmhouse line. In addition to the textural Lucas solids, the group includes the checked Dawson, striped Austin and plaid Nash. Richloom also had fun this market with large-scale leaf patterns and a fun novelty pattern with cheetahs atop a solid background.