

Jeff Jimison

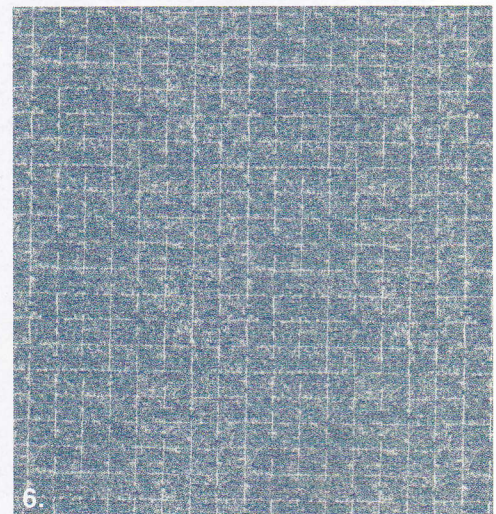
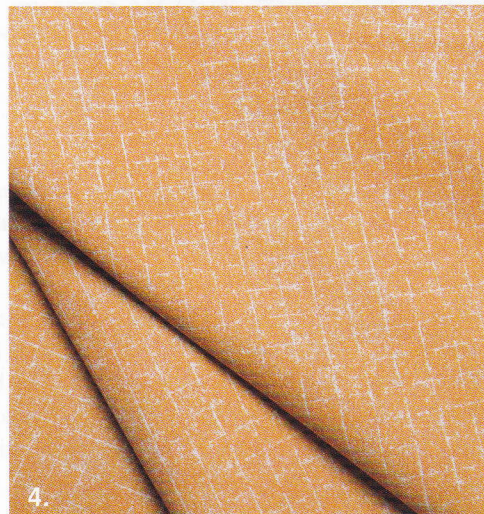
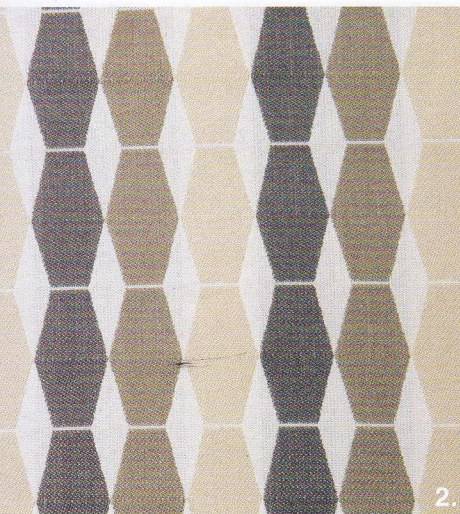
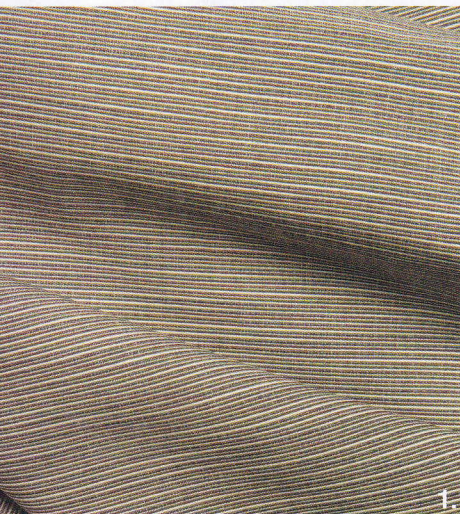
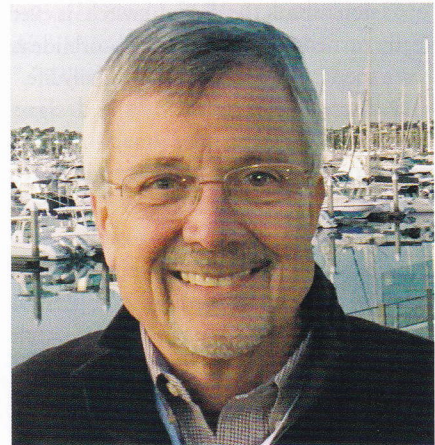
U.S. Sales Manager, Tempotest USA

This year has been a trying time for everyone in the outdoor furniture business, but the coronavirus pandemic has been especially tough on Tempotest, a key outdoor fabric supplier.

The company, part of the Parà Group, is based in Northern Italy, one of the hardest-hit regions in the world for coronavirus infections. Its factories, design studios, and administrative functions were shut down for more than two months as the entire country was placed on extreme lockdown.

“The soft, relaxed look that is so popular inside the home is now moving outside.”

Despite those setbacks, not to mention the cratering of the U.S. economy, the company’s U.S. distribution center in Carrollton, Texas, is gearing up for the 2021 selling season – albeit in uncharted waters.



1. Ottoman Onyx Sand; 2. Arco Latte; 3. Sorridere Autumn; 4. Finestra Pumpkin Spice; 5. Grano Aruba; 6. Finstra Baltic

Jeff Jimison, Tempotest's U.S. Sales manager, says the company is forging ahead with emphasis on fabric constructions such as velvets, and a new yarn called Long Staple that delivers the look and feel of linen.

"Velvet is one trend that is emerging, but it's not the red velvet of the Gilded Age," he said. "Our new velvets have wider color possibilities with hues of teal, blue, mauve, and turquoise, and it's a perfect blend of luxury and comfort."

As a result, Jimison said weaves also will be quite thick and have more texture than has been seen in recent years.

Those thicker weaves also are prevalent in fabrics utilizing the new Long Staple yarn, which not only produces the feel of linen, but also gives the fabric a three-dimensional look, he explained.

"The soft, relaxed look that is so popular inside the home is now moving


outside," said Jimison. "The new yarn is designed to mimic the look and feel of natural linen."

On the design front, he believes small-scale geometrics and their contrasting color combinations "will emerge stronger than ever this year," as will floral designs. However, he noted that this season's florals are not conservative motifs such as romantic flowers with pastel tones, but are large motifs integrated with abstract design.

Although he believes the popularity of velvets means more interest in vibrant colors, Jimison said neutral colors remain stronger than ever. As a result, Tempotest has a strong showing of grays and blues in its new lineup, as well as more traditional neutrals such as oatmeal and wheat. In addition, the line includes several so-called "warm neutrals" with names such as sunset pink and biscuit beige.

"All types of coloring are very close to nature – to the tones of the roots of the interlaced fabrics," Jimison said. "We anticipate that solids for body cloth will be our best sellers, as usual, while jacquards will primarily find their way onto pillows and accents."

He said he has been pleased that, since the Texas distribution center was opened in 2014, Tempotest's brand recognition has grown significantly within the outdoor furniture industry.

"Our name recognition is at the point where manufacturers are calling us to ask if they can take a look at what we have to offer," he said. "We are able to give the specialty retailer a fabric that truly is special because of our Italian heritage and performance. Whether they realize it or not, specialty retailers desperately need to differentiate themselves from their competition, and we are here to help them." 



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