

# Weaving Perfection

Tempotest's Capstone Collection delivers luxury-oriented products with texture and dimension.

BY DANA ROBINSON

## ONCE UPON A TIME, NOT MUCH THOUGHT WAS GIVEN TO OUTDOOR SPACES.

The look of patios and pool decks came in a distant second as designers seemed to put more energy into creating indoor spaces that reflected either a modern or traditional aesthetic. But interest in expanding the comforts of the indoors beyond the climate-controlled walls of homes and businesses has grown exponentially. This trend has given rise to an industry that continues to create beautiful, durable materials that can elevate the look of any space—whether it basks in the sunshine or stays protected by four walls.

Pará's Tempotest Home Capstone Collection, which can be used for indoor and outdoor applications, has proven to be the homeowners' and designers' best tool for creating a luxurious and timeless indoor or outdoor space.

"The Pará Industrial Group has thrived over the last three generations by crafting premium, high-performance textiles for various applications, such as sun protection, marine, and home furnishings," says Zac Bryant, director of Tempotest Home Fabrics. "It was established in Italy in 1921 by the Parravicini family, and the organization is renowned for its commitment to excellence."

He notes that Pará is completely vertically integrated, allowing for meticulous oversight of each applicable production process—from spinning and weaving, to printing and dyeing, through coating and finishing—all within its various facilities. Tempotest Performance Fabrics are the perfect embodiment of this commitment to excellence and are the crown jewel of their fabric offerings, he says.

Headquartered in Sovico, just outside the global fashion hub of Milan, Pará operates across six production facilities throughout Northern Italy. Each year, the company produces enough solution-dyed acrylic yarn to span the distance between the earth and the moon 173 times, weaving nearly 22 million square yards of fabric, which is enough fabric to cover 3,363 football fields, Bryant says. "Even more impressive, the company's innovative robotic warehouse facility stocks over 100,000 rolls of fabric available for global distribution within 24 hours."

The Miami Corporation is the exclusive distributor of Tempotest Performance Fabrics in the U.S. and has been a trusted industry partner since 1923. With vast inventory levels, the Miami Corporation provides unparalleled service, including same-day shipping on all in-stock orders and customized cut yardage solutions.

TOP: Caviar Capstone Fabrics

MIDDLE: Emerald Capstone Fabrics

BOTTOM: White Sands Capstone Fabrics



The company recently introduced the Tempotest Home Capstone Collection, which is "a testament to the brand's commitment to elevated design and exceptional quality," Bryant says. "This collection is crafted in the foothills of northern Italy, where the long

tradition of textile manufacturing ensures the highest levels of artistry and attention to detail, using an industry-first long-staple solution-dyed acrylic fiber," he says.

These special fibers result in fabrics with the remarkably soft hand of cotton or linen fabrics typically reserved for interior use, but with performance characteristics designed to withstand even the harshest environments.

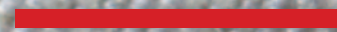
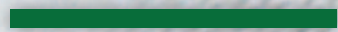
"The Capstone collection was our answer to manufacturers, designers, and customers who were desiring more luxury-oriented products

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that had texture and dimension,” Bryant says. “By merchandising these designs into a collection of fabrics and colors as part of a cut-yardage program, it allows a wide range of our customers to access this level of premium fabrics without having to work with the minimum yardage usually associated with custom production runs.”

### PLENTY OF OPTIONS

There are seven patterns that make up this collection. The solid patterns include a variety of textures: Prado, a linen-look; Maggio, a textured twill; Cervati, a chevron weave; and Giovarello, a heavily textured solid weave. There are also accompanying accent patterns: Solaro, a subtle sketch stripe; Nerone, a small diamond textured pattern; and Velino, a small subtle houndstooth pattern.

Seven colorways are offered on each pattern as well. The color ranges are white sands, dove, reverie, blanco, caviar, peacoat, and emerald. The subtle patterns and overall color palettes curated for the collection were deliberately selected to appeal to both indoor and outdoor applications equally.

While the Capstone Collection is one of Pará’s most recent innovations, the organization continues to do well with its Foundations Collection. As part of an overall realignment in its merchandising strategy, Tempotest Home Fabrics launched the Foundations Collection, showcasing an exclusive range of Italian Performance Fabrics that are perfect for a variety of applications.

The collection is focused on both flat and textured solids along with stripe patterns, encompassing the



*Cervati Capstone Fabric in Blanco*

industry’s widest array of colors. The success of this collection is due to the refocused attention to the basics, boasting the highest quality and offered in an updated and intuitive format. It was designed to revolutionize the foundation of how Pará fabrics are shopped and used by their customers, clients, and partners, Bryant says.

He adds that the tastes and buying habits of those many customers, clients, and partners has shifted recently to a warmer palette, away from colder grays. “Currently, simplicity and texture are seeing more interest than bold and vibrant patterns,” he says. “I think in some ways the outdoor market tends to follow indoor trends by a season or so, and I think that gray has dominated both markets for so long, at least the past 8-10 years, that we’re seeing a pretty abrupt correction back to warmer beige, cream, and sand colors as basics for building color stories.”

He notes that the trend of bringing the outdoor natural elements into your living space has been an influence as well as beige and cream colors that often evoke natural materials, such as sand, stone, or clay. These hues can create a sense of warmth and connection. Warmer colors are also often perceived as being more inviting and comforting. And that trend has held steady no matter where the customers are located. Pará products are distributed in over 100 countries.

### FABULOUS FUTURE

Although Tempotest has continued to grow over the last several decades, the minds behind the brand are not content to rest on the company’s past success. They see the Capstone Collection not only as a product line that will meet the needs of its customers and clients, but as a vehicle to move them toward a path of growth—broadening their footprint across the industry.

“The new Capstone Collection is the first stocking cut-yardage program targeting the luxury fabric market for Tempotest Home fabrics,” Bryant says. “This underserved market offers many opportunities for expansion and growth.”

Tempotest Home fabrics will continue to offer merchandised collections that are concise and created with the end user, who is working with Tempotest Home fabrics to create their projects, designs, and personal style, in mind. “The next collection will be aimed at the heart of that market,” Bryant says. “There’s much more to come!” ■