

# ITALIAN Performance

Tempotest is redefining how performance fabrics look, feel, and sell in today's indoor-outdoor market.

BY CAROL DAUS



**In the fashion world, there's no shortage of Italian luxury brands:** Bottega Veneta, Gucci, Dolce & Gabbana, Max Mara, Fendi, Valentino. But when it comes to Italian outdoor luxury fabrics, only a small cadre of companies operates in this niche. One of the leading players is Italy-based Parà Group. For more than a century, Parà has offered textile expertise to the global performance fabric market. Its premium high-performance Tempotest fabrics have been used in a variety of applications, including sun protection, marine, and indoor/outdoor furnishings and accessories.

Headquartered near Milan—one of the world's most influential design capitals—Tempotest has built a reputation for marrying technical innovation with refined aesthetics. Today, that combination is helping Tempotest navigate shifting design trends, evolving sustainability standards, and the realities of global trade pressures.

"At its core, this is a fashion business," says Zac Bryant, director of Tempotest Home Fabrics, which is marketed and distributed

exclusively by Cincinnati, Ohio-based Miami Corp. in the United States. "What we bring to market has to be on trend, resonate with buyers, and offer solutions not just for today, but for where the market is going next."

## CAPTIVATING COLLECTIONS

Tempotest's most recent introduction, the Pillars collection, reflects that forward-looking approach. Designed to refine how the brand organizes and markets its expanding portfolio, the collection blends visual sophistication with practical versatility.

"Our latest collection, Pillars, is our most recent collection that rounds out our merchandising approach to organizing our fabric designs," Bryant says. "It features a stunning selection of solids and stripes, complemented by an enchanting mix of organic floral and geometric motifs."

Textured grounds and intricate design elements distinguish the line, signaling a broader move by Tempotest toward decorative accent fabrics that feel equally at home indoors and

**TOP LEFT: Foundations Collection**

**TOP RIGHT: Capstone Collection**

**BOTTOM RIGHT: New Pillars Collection**

# Introducing PILLARS

This style-driven collection features rich base fabrics with dimensional solids and stripes and a variety of accent patterns with organic florals and geometric designs.



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## INSIGHT **TEMPOTEST**

out. “This collection embodies a new step forward for Tempotest Home in the offering of decorative accent fabric design,” Bryant adds.

The Foundations Solids collection continues to drive sales due to its wide and vibrant color range. From fun neutrals like Classic Biscotti to the colorful Classic Lime Tweed, a variety of shades are valuable to dress up exterior and interior spaces.

For retailers, Tempotest’s collections such as Pillars and Foundations Solids allow for layered presentations that encourage customization—an increasingly important factor for consumers seeking to personalize outdoor spaces with the same intentionality they apply indoors.

### FIBER TO FINISH

Tempotest’s performance credentials start at the fiber. All fabrics are woven using 100% solution-dyed acrylic fibers, a choice that delivers inherent resistance to fading and UV degradation, which are key considerations for outdoor applications. “Our fabrics are woven in 100% solution-dyed acrylic fibers, making them inherently superior against sun exposure,” Bryant explains. The company’s spinning and weaving process ensures that the fabrics resist pilling, which can be a problem with fabrics woven in solution-dyed acrylics.

As part of the company’s commitment to maintaining sustainability, it has developed EcoShield, an environmentally friendly finish formulation. Tempotest home fabrics finished with EcoShield are oil cleanable and offer superior water repellency and UV resistance.

Advanced technologies utilized in making Tempotest fabrics have played a huge role in setting the company apart from the competition. Parà was the first company to introduce a shade fabric collection for sun protection with Global Recycled Standard (GRS) certification. GRS is an international voluntary standard that sets requirements for third-party certification of recycling materials.

Sustainability is an area where Tempotest’s investments go beyond the surface. Parà has committed significant resources to renewable energy and responsible manufacturing. “Parà has one of the industry’s most forward-looking facilities with a focus on renewable energy,” Bryant says. Efforts include the use of recycled materials in packaging, a cogeneration plant that produces electric and thermal energy, and a wastewater biological treatment system capable of processing more than 3,000 cubic meters of water per day.

What further sets the company apart is its fully vertical integration. Parà has always had total control of all phases of the production cycle from the spinning and weaving stages, printing to dyeing, to coating, finishing, and packing. Vertical production has allowed the company to effectively manage both fluctuating availability of raw materials and the growth of product demand as consumers focus more attention and dollars on their homes. For specialty retailers, this behind-the-scenes manufacturing discipline translates into consistent quality and fewer performance surprises in the field.

### PERFORMANCE INDOORS

Over the past decade, the definition of “performance” has expanded dramatically, and Tempotest is taking advantage of this trend. Once confined to outdoor



cushions and awnings, high-performance textiles are now specified throughout the home, from kitchens and family rooms to pet-friendly seating and sun-filled interiors. Many designers and their clients are attracted to Tempotest’s collections that are able to bridge the space between the outdoors and indoors.

“The use of performance fabrics in the interior segment of the market has transitioned from an occasional need to a must-have with each installation,” Bryant says. That shift continues to drive new yarn developments, constructions, and finishing techniques across the category.

Design trends have also played directly into Tempotest’s strengths. Today’s outdoor spaces emphasize natural materials, warmth, and visual depth—an aesthetic well matched to the company’s Italian design sensibility. “We’re seeing earth tones combined with sun-baked hues emerge as they are a great complement to natural materials such as stone, wood, and rattan,” Bryant says. Colors like ginger, cinnamon, and baked clay are gaining momentum, while blues and grays remain foundational. “Nautical colors of indigo and chambray, paired with the clear azure blues of coastal islands, give a fresh spin to the strongest palette on the market.”

For retailers, these palettes offer flexibility across a wide range of furniture frames and finishes, making them easier to merchandise and sell across multiple collections.

### ECONOMIC CHALLENGES

Like many European manufacturers serving the U.S. market, Tempotest has had to navigate the challenges posed by fluctuating tariffs and ongoing trade uncertainty. Bryant acknowledges that the company was directly impacted by a 15% tariff. “Unfortunately, we had to adjust our pricing by approximately half of that amount to our customers,” he says. “We tried to hold off as long as we could hoping for an agreement or delay, but by August of this year, it was clear that wasn’t going to happen, so we had to take action.”

While tariffs have added pressure, Tempotest’s longstanding partnerships and premium positioning have helped mitigate disruption. By absorbing part of the increase and focusing on value rather than volume, the company has remained competitive without compromising product integrity.

Although Tempotest Home continues to grow, the brand’s largest business segments remain awning and marine textiles, with Tempotest Home accounting for

### Capstone Collection

approximately 25% of overall business. Hospitality projects do occur, but they are not a primary focus. “It’s not our focus, but we do have instances where designers that we sell to have projects in the hospitality sector,” Bryant says. “Given the higher technical demands of hospitality textiles, I see us staying focused on the residential market for now.”

Partnerships with outdoor furniture manufacturers play a key role in that residential emphasis. “Several manufacturers offer our products as part of their curated stocking fabric offerings,” Bryant notes. For specialty retailers, these partnerships streamline the selling process while offering consumers a wide range of personalization options.

### EDUCATING CONSUMERS

As the performance fabric category grows more complex, education has become more important at the retail level. Not all performance fabrics are created equal, and setting realistic expectations can make the difference between a satisfied customer and a costly service issue.

“Retailers and their staff need to be fully trained on the various performance fabrics that are available in the market,” Bryant says. “Knowing how to convey expectations to the customer—how to clean and properly care for their purchases—will go a long way in making sure the product stays in the field.”

Fabrics, he adds, are often the first connection a consumer makes. “They will emotionally react to fabrics before anything else,” Bryant says, emphasizing the importance of showcasing current colors and patterns in layered, aspirational displays.

As consumer demand continues to shift toward durability, sustainability, and design-driven performance, Bryant sees the category accelerating. “Performance fabrics will continue to evolve from an occasional request to a must-have requirement in all areas of the home,” he says. That evolution will continue to push innovation in yarns, textures, constructions, and finishes, which are areas where Tempotest has long invested.

Ultimately, Tempotest’s success rests on a balance of heritage and adaptability. With more than a century of innovation rooted in Italian craftsmanship and fashion culture, the brand remains focused on the future—one fabric at a time. ■