

For Immediate Release

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Brentano Design Director Travels to Toronto for IDS 10 Presents new collection, participates in color forecasting workshop



From left: Mary Lynn Malcho and Lindy Rego hard at work at the Primavera showroom.

Wheeling, IL (February 2010) —On Thursday, January 21 Brentano design director Iris Wang traveled to Toronto for two events in conjunction with IDS 10, Canada’s largest annual contemporary design event. As part of Brentano’s 20th anniversary, Wang is lecturing at various showrooms and venues across North America. On Friday, January 22 Wang was joined by Brentano national sales manager Jeff Frank at Primavera, a Toronto-based showroom that counts Brentano amongst their stylish and elegant offering of interior furnishings. The pair primarily debuted Brentano’s spring 2010 Platinum collection, with emphasize on the influence of color on textile design.

The following day, Wang spoke at a panel discussion on current color trends of fabrics and surfaces. Moderated by leading Canadian design and decorating authority and former *Canadian House & Home* editor Cobi Ladner, Wang was joined by Janice Lindsay, a leading color consultant and designer. Wang focused on the importance of color to an artist and talked about finding color inspiration in unlikely places and unexpected instances, such as the cliffs over the Mediterranean Sea on a trip to Tunisia and red berries on a tree branch at the Chicago Botanic Garden. Wang’s complete color forecast is listed below.

When asked about her time in Toronto, Wang said she was thoroughly impressed not only with the beauty of the Primavera showroom, but also the character of the staff. “The quality of the people truly matches the quality of their products,” she explained. She also said that she particularly enjoyed that the Color Design Trend Talk Workshop included people from outside the interior design trade, as she is always interested in hearing input from a variety of sources.



Brentano's color forecast for 2010 from Iris Wang:



Lagoon



Begonia



Platinum



Heavy Cream



Espresso



From Left: Color consultant and designer Janice Lindsay, design expert Cobi Ladner, and Brentano design director Iris Wang.

About Brentano:

Founded in 1990 by Design Director Iris Wang and her husband and President E-Kwan Chen, Brentano has grown from a modest beginning of eight patterns to an internationally represented textile house. Brentano's fabrics stem from Wang's philosophy of balancing beauty + performance. Their growing collection of eco-fabrics expands this ideology by demanding textiles to meet thoroughly researched standards of environmental consciousness while maintaining their beauty. Celebrating their 20th anniversary in 2010, Brentano continues to offer a variety of innovative and interesting textiles, including eco-friendly faux leather, high performance upholstery, fire-resistant, outdoor and Crypton and Nano-Tex fabrics. Please visit www.brentanofabrics.com for more information.