

For Immediate Release

Contacts:

Thomas Patrick DiGiorgi

Brentano

Tel: 412.600.3427

thomas@thomaspatrickconsulting.com

260 Holbrook Drive
Wheeling, IL 60090 USA
t 847.657.8481
f 847.657.8641

Brentano says "I Do" to *FashioNext* NeoCon 2010

An exhibition that combines traditional and imaginative textile applications.



When the [Chicago History Museum](#) decided to follow up the success of their 2009 *FashioNext* competition, Brentano said "I do" to providing the fabrics for the second year. The competition asks established Chicago designers to create a garment inspired by select pieces from the Museum's acclaimed costume collection using only Brentano textiles. While last year's competition was based around the Museum's *Chic Chicago* exhibition, the Museum revamped the contest for 2010 to accompany [I Do! Chicago Ties the Knot](#), a wedding-themed costume exhibition that will open on May 22nd.

Like last year, Brentano will once again be featuring the three finalist's gowns in a special exhibition at [NeoCon](#). The NeoCon display adds seating from leading contract furniture companies Allermuir, Andreu World America, and Leland International, which creates an exhibition that celebrates the creative worlds of fabrics, fashion, and furniture by combining both traditional and imaginative application. *FashioNext* will be located on the first floor, in the north central lobby of the Merchandise Mart June 14th - June 16th.

Following *FashioNext* at NeoCon, the winning piece will be displayed in the *I Do! Chicago Ties the Knot* exhibition for the duration of the exhibition, and then will go on to become a permanent part of the Chicago History Museum's acclaimed costume collection.

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.

Pairing A: Dress by Caroline DeVillo + Allermuir's "Open" Chair

The Chair

Allermuir's "Open" chair with a wire base shares the sleek lines of DeVillo's architectural gown, and the contemporary shape mimics the back and collar detail of the dress. Brentano selected Loop 2 Loop, an elegant epinglé with a soft hand and subtle texture to upholster the molded seat shell and cushions, and added the fun, small-scale pattern Bubbly for the pillow. Both Brentano fabrics are in cool blue shades to coordinate with the neutral color of DeVillo's piece.

The Dress *Inspiration:* Givenchy Wedding dress & cape, 1967

Caroline DeVillo immediately knew she had found her inspiration in the 1967 gown by Hubert de Givenchy. Inspired by the simple elegance of the architectural lines, she conjured her own version of "a classic wedding gown with a dramatic twist." Her goal is to create a stunning dress that looks vintage, but not like a costume. When selecting fabric, DeVillo wanted to use a single, luxurious fabric that had structure and texture, but was still classic and wearable. She selected Brentano's Eco Satin in Birchwood because it fit all these characteristics.

The Fabrics *reading left to right*

Dress: Eco-Satin, Paper Birch 7100-01

Chair: Loop 2 Loop, Iceberg 9112-02
Bubbly, Crystal 5705



Pairing B: Dress by Carla Hwang & Kenneth Park + Leland's "Valeri" Chair

The Chair

Leland's "Valeri" chair pairs voluptuous cushions with classic and delicate stainless steel for a look that is simultaneously bold and delicate, making it the ideal match for Carla Hwang and Kenneth Park's coquettish ruffled dress. Brentano selected Galaxy, one of their popular eco-friendly faux leathers to upholstery the chair, both for its durability as well as for the soft metallic shimmer of the Milky Way color that complements the sheer fabric of the dress.

The Dress *Inspiration : Scassi Wedding dress, 1958*

Carla Hwang and Kenneth Park of VWIDON were intrigued by the simple but beautifully crafted detailing at the back of their inspiration piece, a 1958 wedding dress by Scassi. For their garment, they plan to play up the whimsical volume of the dress and the lightness of the material. To achieve this, they selected Brentano sheer drapery Spring Morning in a palette of three subtle neutral, using the fabric to create a series of fun ruffles that form a flirty above-the-knee dress.

The Fabrics *reading left to right*

Dress: Spring Morning, Snowfall 8600-01
Spring Morning, Ivory 8600-02
Spring Morning, Pollen 8600-09
Chair: Galaxy, Milky Way 3987-01



Pairing C: Dress by Katrin Schnabl + Andreu World America's "Zarina" Collection

The Chair

Andreu World America's versatile **Zarina** collection is the perfect counterpart to Katrin Schnabl's convertible dress - both can be dressed up or down to fit any occasion. While Schnabl's dress provides the wearer with an optional jacket and includes an adjustable pleated panel, the Zarina model is available as a side chair, arm chair, barstool or lounge chair. Exhibited is the feminine shaped lounge chair, Brentano selected Bijou in a rich begonia for the chair interior along with the complementary Garcon for the outside back.

The Dress *Inspiration : Scassi Wedding dress, 1958*

Designer Katrin Schnabl of Lineamente selected the Scassi wedding dress because she was drawn to the fresh, bold, and playful spirit and lines as well as the layers and movement of the garment. She hopes to capture the spirit of the bride as an independent woman who feels "no need to prove herself by complying with conventions." To create her three-piece ensemble, she selected Brentano fabrics in what she calls "warm reds, glowing sands, and gold hues."

The Fabrics *reading left to right*

Dress : Eco-Satin, Gladiola 7100-04

top row Garcon, Bow Tie 4900-05

Siam, Melon Seed 3711-10

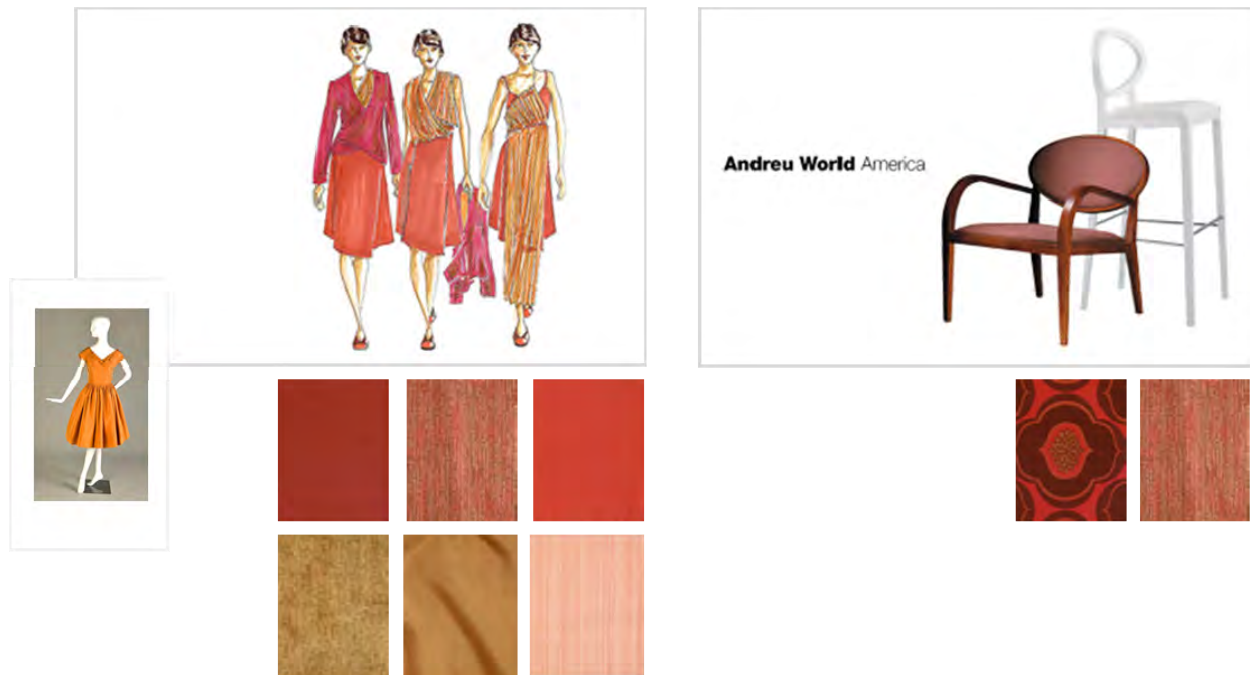
Chair: Bijou, Ruby Brooch 1715-03

Garcon, Bow Tie 4900-05

Dress: Mao Mao, Tai 4800-02

bottom Blouson, Felicia 6006-06

Tranquility, Koi Pond 8404-03



All Inspiration and Designer Sketch © Chicago History Museum

Furniture images courtesy of **Allermuir**, **Leland**, and **Andreu World America**

Digital images for all elements are available upon request – Thomas Patrick DiGiorgi – thomas@thomaspatrickconsulting.com