

BRENTANO

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For Immediate Release

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Brentano Launches Spring 2009 Doodle Collection New Outdoor and Eco-Fabrics Balance Beauty + Performance

Wheeling, IL (March 2009)-The whimsical Doodle collection gets serious about the environment by expanding Brentano's offerings of outdoor and eco-fabrics. While eco-fabrics consider how to treat the environment gently, outdoor fabrics are designed to stand up to nature's demands.

The Brentano Green label introduces five new patterns, including the label's first 100% organic cotton textile, [Imagine](#). It also offers a bamboo and organic cotton blend ([Daydream](#)), a 100% post consumer recycled polyester ([Infinity](#)), and two new recycled fiber blends ([Between the Lines](#) and [Squiggle](#)).

The Doodle collection adds a trio of outdoor textiles: [Memory](#), [Pixel](#) and [Software](#). All are 100% Sunbrella acrylic and can be used as drapery for indoor environments as well, especially in areas receiving substantial sunlight.

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. Our growing collection of [eco-fabrics](#) expands this ideology by demanding textiles to meet thoroughly researched standards of environmental consciousness while maintaining their beauty. Brentano offers a variety of innovative and interesting [eco-friendly faux leather](#), as well as high performance [upholstery](#), [fire-resistant](#), [outdoor](#) and [Crypton and Nano-TEX](#) fabrics. For more information, visit our website at www.brentanofabrics.com.



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Daydream-Water Blue, Smoky Taupe, Glazed Silver; Imagine-Misty Chartreuse; Infinity-Turquoise and Quartz, Porcelain and Ash

New additions to the Brentano Green label include organic cotton textiles, which are not only great for the environment, but beautiful and durable too. Daydream blends 49% organic cotton with 51% bamboo to achieve a luxurious silk-velvet feel, and passes 30,000 double rubs. Imagine is made from 100% organic cotton with a dense weave and lavish hand, and passes 50,000 double rubs. The Doodle collection adds three more fabrics with recycled content, including the 100% post consumer recycled polyester Infinity, which is based on an original doodle from Brentano Design Director Iris Wang.



Software-Ivory.

The trio of Indoor/Outdoor 100% Sunbrella acrylic draperies includes Software, a simple chenille that measures 59" wide. Because Software is designed for outdoor applications, it resists fading from sunlight, as well as ultraviolet light that causes polymers to disintegrate, and also deterioration from humidity and water. Software is available in three neutral colors.



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