

BRENTANO

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For Immediate Release

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FASHIONNEXT
NeoCon

PRESENTED BY
BRENTANO
Andreu World America
Chicago History Museum
MERCHANDISE MART LOBBY
JUNE 15-17, 2009



FashionNext NeoCon Fuses Textile, Furniture, and Fashion Design

Brentano and Andreu World America
Create special NeoCon Exhibition

Wheeling, IL (April 2009)—When the [Chicago History Museum](#) decided to sponsor a fashion design competition built around the *Chic Chicago* exhibition of couture garments, they turned to [Brentano](#) – an innovative creator of interior design textiles—to provide the fabrics. Brentano and the Museum decided the competition, which the Museum named *FashionNext*, would not only challenge the designers to use materials differently, but would also create a unique opportunity to fuse fashion and interior design within a special exhibition during the 2009 NeoCon World's Trades Fair.

For the *FashionNext* at NeoCon exhibition, Brentano partnered with [Andreu World America](#)—a leader in furniture design for international commercial markets—to provide the literal counterpart to the imaginative fashion design. Brentano fabrics, paired with the sophisticated aesthetic of Andreu World America's furniture and the cutting-edge design of the winning dress, combine in a collaborative exhibit demonstrating how the creative worlds of fabric, furniture, and fashion can come together.

Following the *FashionNext* installation at NeoCon, the winning design will become part of the *Chic Chicago* exhibition at the Chicago History Museum until it concludes on July 26, 2009, and will then become a permanent part of the Museum's world-renowned costume collection.

Visit the *FashionNext* exhibit in the lobby of Chicago's Merchandise Mart during NeoCon June 15-17.

To view the contest so far, please visit www.brentanofabrics.com/fashionnext.

About Brentano

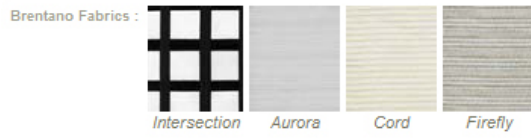
Founded in 1990 by Design Director Iris Wang and her husband and President E-Kwan Chen, Brentano has grown from a modest beginning of eight patterns to an internationally represented textile house. Brentano's fabrics stem from Wang's philosophy of balancing beauty + performance. Our growing collection 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](#), high performance [fire-resistant](#), [outdoor](#), and [Crypton](#) and [Nano-Tex](#) fabrics.



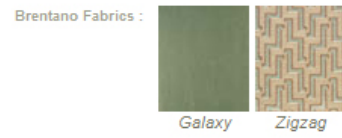
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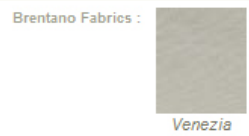
Design Sketches by Jermikko



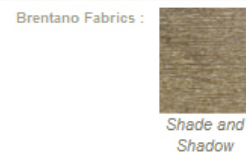
Zarina Bar Stool by Andreu World



Design Sketches by Serpico



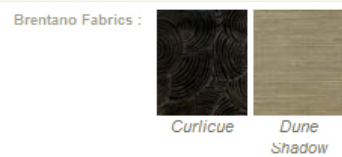
Lineal Comfort Armchair by Andreu World



Design Sketches by Price Walton



Wok Chair by Andreu World



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