

Maxwell Fabrics is proud to introduce our deluxe brand of higher end fabrics. The name **TELAFINA**, meaning “Fine Fabrics” in Spanish, captures the essence of elegance, sophistication, style, and flair which we intend to reflect through this dramatic new series. Our new brand represents an exclusive collection of **unique couture looks** offering something special to our fashion forward customer base, while remaining true to our value price point.

Our very first TelaFina launch was inspired during our travels overseas. While working with talented young designers from Belgium, Italy, and India, we created this spectacular collection of large scale embroideries, ornate silk prints, and dynamic contemporary velvets. This first TelaFina collection is an eclectic mix of minimalistic and ornate designs saturated in color, comfort, and luxury.

A few of the signature looks in this collection feature elaborate embroideries, such as pattern “**Wedding Song**”, woven on a sumptuous satin, in vivid fashion forward colors, such as teal blue, golden mustard, bronze, and chocolate. The superior quality of this satin silk creates the most luxurious full bodied hand and drape.

Pattern “**Fabulous**” is an extraordinary oversized “wild orchid” pattern, embroidered in majestic tones of fuchsia pink and vibrant shades of spring green, creating a dazzling statement piece. This pattern is a work of art in and of itself!

Another exceptional pattern in this collection is “**Coutts**”, an opulent silk and velvet appliquéd damask, perfect for plush floor to ceiling draperies or dramatic upholstered walls.

A modern casual look is created through pattern “**Rose of Sharon**”, a large-scale stylized rose embroidered in simple clean lines on a crisp cotton-looking canvas. The color pallet is contemporary yet sophisticated, ranging from stark white and black to muddy tones of mauve, mushroom, taupe, and gray.

Our inspiration for the velvets in this collection was to create a sexy “Urban Chic” vibe for trendy upscale comfort. We put a modern spin on classic décor, exaggerating the scale of traditional velvet embossed damasks and stripes, while focusing on sophisticated fashion forward color schemes.

Color combinations to highlight in this collection, and forecasted to remain important throughout 2009, are:

- Spicy earth tones of rust, copper, gold and cinnamon brown.
- Feminine tones of mauve and dusty pink balanced with masculine tones of silver, gray and black.
- Soothing "spa" combinations of sea-foam green, sandy brown, and ivory with saturated accents of teal blue.
- **And** neutral white, ivory, and taupe with contrasting dramatic tones of silver, charcoal, and jet black.

**TelaFina** will continuously offer luxurious designs presented as a special package to highlight the unique fabrics we developed especially for this collection.