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World of Garment - Textile - Fashion



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United States Of America : FashionNext NeoCon fuses fashion, fabrics & furniture

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The NeoCon World's Trade Fair features thousands of innovative products for corporate, healthcare, retail, government, institutional, and residential interiors. This year, Brentano fabrics could be seen at numerous locations around Chicago's Merchandise Mart, including their second FashionNext NeoCon exhibition located in the lobby, as part of the Mart's environmentally-friendly Green Spot, and in many showrooms, including that of Brentano partner Donghia.

FashionNext NeoCon

By pairing garments from established fashion designers with chairs from leading contract furniture manufacturers, Brentano created FashionNext NeoCon, an exhibition celebrating the creative worlds of fashion, fabrics, and furniture through traditional and imaginative textile applications. In its second year, FashionNext also demonstrated the ability of thoughtful partnerships to move companies forward in an economy of tight budgets. With chairs from Allermuir, Andreu World America, and Leland, FashionNext offered each company new avenues for reaching their NeoCon audience.

Merchandise Mart Green Spot

Serving as a green product gallery as well as education center, the Green Spot features new, innovative, sustainable, and eco-friendly products available in the Merchandise Mart. For the second year, Brentano's eco-friendly textiles were featured as exemplary environmentally conscious fabric options. This year's exhibit showcased House Party, a 100% post consumer recycled polyester that is certified MBDC Cradle to Cradle Silver, as well as Papparazzi, a faux leather that offers a greener alternative to vinyl and leather.

Showrooms

As they have been for years, Brentano Design Director Iris Wang and members of the design studio were on the 6th floor in the Donghia showroom where they previewed their upcoming fall 2010 Gala collection. Gala continues celebrating Brentano's 20th anniversary with 18 patterns balancing sophistication and playfulness while embracing the festive theme.

Additionally, Brentano fabrics could be seen in several other showrooms located throughout the mart, including JSI, a leading manufacturer of seating and case goods for traditional, transitional, and contemporary styles. IIDA/HD award winning De-Vine was spotted on ottomans at Prismatique, a contract furniture manufacturer with an international reputation for exceptional quality and craftsmanship. Brentano fabrics abounded at Versteel, a creator of fine contract furniture including tables, seating, and support products.

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.



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