

Swiss Prints launched on U.S. market

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Objektyp: **Article**

Zeitschrift: **Textiles suisses - Intérieur**

Band (Jahr): - **(1984)**

Heft 1

PDF erstellt am: **12.07.2024**

Persistenter Link: <https://doi.org/10.5169/seals-794199>

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SWISS PRINTS

Good news for the American decorative trade: the famous "alberto churba" designs by J.G. Nef-Nelo Ltd. are now available at any Kravet showroom throughout the country. Larry Kravet, President of Kravet Fabrics Inc., who discovered this exceptional range of fine cotton chintzes at last year's Heimtextil in Frankfurt, says of its launching on the U.S. market: "While we are still at the sampling stage, the initial reaction has been enthusiastic. In fact, they are currently by far our hottest print items."

"**alberto churba**" is an exclusive collection of cotton prints produced by the old-established Swiss mill, J.G. Nef-Nelo Ltd. of Herisau. Son Cary Kravet, who recently joined the family business, attributes the tremendous response of their customers to a combination of factors. "First, there is the quality of the pure cotton fabric, which is superior to most prints on the market. Secondly, the finish is not so much a chintz finish but rather a polished cotton finish with a distinct silk-look about it. Then, the patterns are quite unique and fresh looking. Whereas most prints feature flower designs or motifs taken from nature or stark geometrics, these patterns are a different and new approach to printed chintz. Finally, the colorations have an avant-garde look and a freshness about them that strike the American market as very new."

Indeed, the softly shaded vertical and diagonal stripe patterns adapt themselves equally well to traditional and contemporary interiors, be it as curtains, upholstery covers or wall coverings. The subtle multicolored mixes of Pompeiian colours set colour accents yet easily blend with almost any other colours used in a setting.

Kravet Fabrics have been wholesale suppliers to the upholstery and decorative trade since 1919. Under the management of Larry Kravet, the firm founded by his grandfather rapidly developed from a small Manhattan business dealing in accessories, trimmings and upholstery fabrics into today's international wholesale operation of home furnishing fabrics. Kravet now maintain

"alberto churba" designs by J.G. Nef-Nelo Ltd. A fresh look in printed chintz for contemporary and traditional settings.

LAUNCHED ON U.S. MARKET

representative showrooms in Atlanta, Baltimore, Boston, Chicago, Dallas, Denver, Houston, Los Angeles, Miami, New Orleans, New York, Philadelphia, Phoenix, San Francisco, Seattle, Vancouver, Washington, Jeddah, London and Dubai. All sampling and shipping of fabrics and promotional material to this network of showrooms are effected from the company's headquarters and warehouse at Bethpage, N.Y. With one son already active in and another son about to enter the

firm, Kravet Fabrics plan to expand into the European market. Exclusive prints, many of them designed by their own design department, are a recent addition to their comprehensive range of decorator's and upholsterer's fabrics, casements and drapes. Looking at the immediate future, Cary Kravet expects the firm to intensify its search for beautiful and unique designs from European sources that are exclusive to them, such as the Nef-Nelo prints. Beatrice Feisst



A display of Nef-Nelo prints at the Manhattan showroom of Kravet Fabrics Inc.
Photo: Harlan Kayden, New York