

# P E R E N N I A L S<sup>®</sup>

## Say Howdy to the New “Rodeo Drive” Collection

SEPTEMBER 2014 - Perennials<sup>®</sup> luxury performance fabrics, the preferred choice of leading designers, wrangles up the latest collection, **Rodeo Drive**. This new collection consists of 13 different patterns, stripes, velvets, sheers and textured fabrics, suitable for both exterior and interior settings, as well as coordinating rugs in 6 new designs. With 10 new colorways like Chambray, Red Rock, Marfa, Alpine, Black Canyon, Big Sky, Grey Hills, Red River, Big Bend and Granite, the new collection reflects the palette and geography of the wild west.

Playing tribute to Perennials’ Texas roots (where the collection is pronounced ‘ROW-dee-oh’), **Rodeo Drive**’s fabrics and rugs are designed using western influences while still maintaining the sophistication that designers desire. Three new leno sheers that highlight the wild texture and sheen of the western landscape are **Twirled**, **Twined** and **Twister**. Perennials adds to their stripe offerings with **Trade Blanket** and **Horsin’ Around**, two bold layouts that harken back to traditional trading blankets and saddle blankets. **Diamond Back** (watch out for the snakes!), **Square Dance** and **Oh Susanna!** (thanks to the hard-working bandanna) are all unique patterns that invoke the enthusiasm of the deep west with nods to the rough and tumble way of life. **Tisket Tasket**, **Whippersnapper** and **Wild & Woolly** add texture and ruggedness to any installation. Rounding off the collection is the embroidered velvet, **Concho**, which combines the plush luxuriousness of velvet with a classic motif of the west to add elegance to any ranch hand’s adobe.

The new rugs in the **Rodeo Drive** collection are **Line Dance**, **Trailblazer**, **Happy Trails**, **Side Saddle**, **Smoke Signal** and **Steppin’ Out**.



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Perennials fabrics represent a creative and technological advance in the utilization of solution-dyed acrylic. All Perennials fabrics are independently lab tested and certified so they comply with or exceed industry standards, including resistance to soil, water, UV radiation, tearing and abrasion. This collection features Perennials *Nano Seal™* finish for extra protection against the elements. More than just a coating, Perennials *Nano Seal™* is molecularly bonded with the fibers providing long-lasting protection even after repeated

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washings. Because Perennials fibers are solution-dyed, the color permeates to the core, enabling all Perennials fabrics to be guaranteed by a three year colorfastness warranty.

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Perennials fabrics are available to interior designers and architects through fine showrooms worldwide. To view the collection visit [www.perennialsfabrics.com](http://www.perennialsfabrics.com), or call 1-888-322-4773 for further information. High-resolution images are available upon request.

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