



Designtex Partners with West Elm and Crypton to Launch an Easy to Clean Woven Textile Line for Living, Hospitality, and Corporate Spaces

THE NEW STYLES FEATURE CRYPTON CHEMISTRY, A BONDED FABRIC SYSTEM THAT RENDERS THE TEXTILES DURABLE AND EASY TO CLEAN AND DISINFECT WHILE MAINTAINING THE FABRIC'S FEEL AND BEAUTY.

by Emily Clingman

Designtex — a Steelcase company — has released four new textile patterns with West Elm, the fourth collaboration from two industry leaders.

The Designtex + West Elm Textile Collection combines residential look and feel with commercial performance for four woven upholstery styles inspired by classic textiles and mid-century

fashion: Boucle Melange, Chenille Chevron, Chunky Tweed and Corded. Each style is available in a variety of colorways and suitable for contract applications across congregate spaces, senior



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living, hospitality venues and corporate settings.

With more than 40 years of experience designing solutions for health care spaces, Designtex brings invaluable insight as an industry leader in cleaning and disinfecting applied materials to the Designtex + West Elm Collection.

"We wanted to add a high-performance aspect, while maintaining aesthetic," said Susan Lyons, president of Designtex, in a recent online launch session for the new upholstery line.

The new styles feature Crypton chemistry, a bonded fabric system that renders the textiles durable and easy to clean and disinfect while maintaining the fabric's feel and beauty. The integrated moisture barrier for stain resistance is free of phthalates, carcinogens and toxins.

Lance Keziah, CEO of Crypton, said everything done at Crypton is based on two things: fiber type and the end-use application.

"We talk a lot about multi-tier performance," Keziah said. "How will it be processed through our plant? What kind of technology will we use? How do we maintain the best quality? We're looking for optimal performance — high-

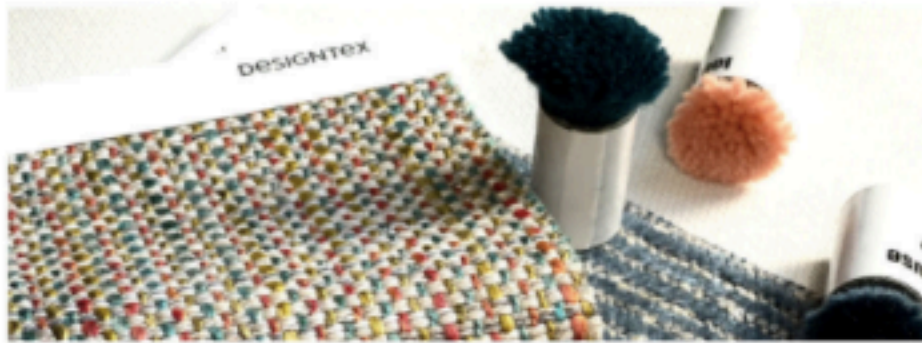


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ly repellent and highly cleanable. It's not always easy to make them cleanable and repellent at the same time. That's where the term dual-action comes from."

DesignTex is excited about the performance fabric because of its usefulness during the pandemic, Lyons said.

"We like to say the collection feels residential, but it also performs commercially and is

designed for disinfection," she said. "In congregate spaces, where students might be coming together for school, or employees and guests gather in a lobby ... the ability to easily clean is so important."

Esther Lee, also with DesignTex, said, "We're extremely fortunate to work with West Elm and Crypton. Cleaning doesn't necessarily remove germs and bacteria.

Disinfecting, on the other hand, either kills or reduces the number of germs and the spread of infection."

In the development of this collection Lee said the team knew performance products would be the ongoing and growing need in the market.

"As our portfolio of products continues to grow, we wanted to address all the cleaning and disinfecting needs while maintaining the residential and retail aesthetic collections," Lee said.

In Boucle Melange, the classic looped texture of bouclé fabric is combined with the mélange dyeing technique for a textile that is texturally rich and variegated in color. The resulting heathered effect creates dimensional depth



in an already tactile fabric.

Chenille Chevron updates the iconic zig-zag pattern popular in the 1960s and '70s in subtly tufted chenille, a fabric which can appear nearly iridescent as the pile catches the light. The visual interest of the large-scale pattern is complemented by the texture of the yarn and matched by the fabric's softness.

Chunky Tweed brings modern sensibility to this iconic textile construction with a more free-form approach to the expected variations in hue. It adds understated poise to classic or contemporary spaces.

Corded combines the plushness of corduroy with unexpected elegance. The perfectly parallel wale features slight variations in



color, emphasizing texture that looks as beautiful as it feels.

The color palette is understated, cool and sophisticated.

Paulo Kos, vice president of design for West Elm's contract division, said, "We made sure to bring something new to the commercial space ... that actually works in a (high-use) commercial space."

The pallet has a solid founda-

tion, "but sort of evolves with everything else," Kos said.

"Our clients always want to come back for a refresh and want to order more of something, so it's important to us to establish these foundational collections in the beginning, that we're not constantly changing out, but layering in new things that work seamlessly with previous introductions. It's evolutionary." **BoF**

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