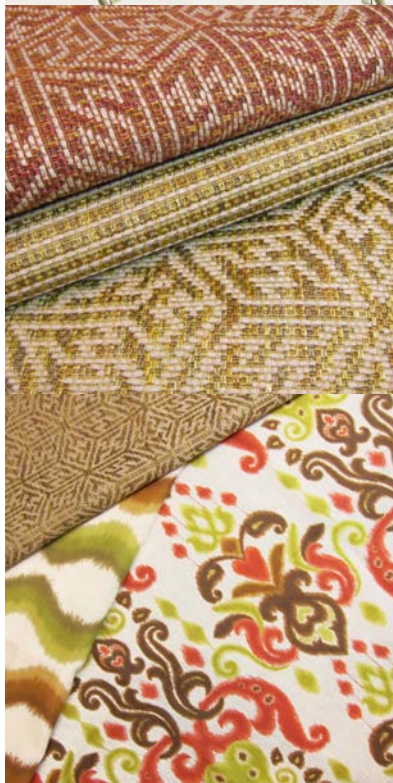


TĒLAFINA

SEASON V



Season V Collection Spring 2012



Modern Global Style

Telafina V is a showcase of modern global style. Inspired by current ethnic trends, we've put together an eclectic collection of signature culture-rich patterns from around the world.

- Traditional Jacobean embroideries, crewel, and Ikat patterns, known for being status symbols of wealth, power, and luxury, have been modified to suit today's interior fashion by using a more subtle ethnic theme; ensuring sophistication and longevity in décor.
- Telafina V is a magnificent hybrid of style, blending old-world looks into a modern palette of color. The drama and elegance of Telafina V is manifested in rich and vibrant color statements. Dazzling shades of aqua blue, canary yellow, ruby red, and emerald green, alongside opulent metallic tones of bronze, silver, and gold, create a color palette highlighting the glamorous modernity of this collection.

Telafina V allows you to travel across the globe, and back in time, through Western Europe, the Middle-East, and Asia. The rich roots of this collection take you on a path of discovery, and reveal our interpretation for today's modern lifestyle.

Jennifer Apple
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Jacobean Influence

The Tree of Life

Jaipur, our feature pattern this season, is a striking Jacobean inspired embroidery woven on a shimmering shantung silk.

Jacobean patterns are traditionally based on the exotic Middle-Eastern "Tree of Life" motif dating back to the 17th century. **Jaipur's** historic design portrays an array of wild foliage in a variety of stitches to imitate the most luxurious forms of embroidery from this time period; representing all the characteristics of an intricate and detailed hand-stitched effect.

Through modern color, this traditional pattern is re-worked to maintain its opulence while reflecting a fresh attitude and style.

Formerly introduced in Telafina season IV, **Enamored**, a beautiful multi-colored silk taffeta stripe, has been re-invented in a brilliant new color palette to coordinate with pattern **Jaipur**. With richly saturated colors, this pattern also stands out on its own, creating a major impact in any décor.

Top combination: Jaipur #75 Verdigris & Enamored #80 Cayman
Below left to right: Jaipur #3652 Turkish Delight & Enamored #100 Jewel, Jaipur #5164 Moondust & Enamored #10 Asteroid, Jaipur #5063 Ring & Enamored #5016 Gold Chain, and Jaipur #120 Dawn & Enamored #125 Mystic



Exotic Embroidery

Enya is a magnificent Jacobean inspired embroidery based on a 19th century Persian painting. The beautiful slubbed silk cloth and rich color combinations, transform this old-world design into a spectacular statement piece for today's modern market.

Jacobean Crewel-work

Eman is based on crewel techniques from the 17th century. Crewel work from this time period were often stylized Jacobean florals or exotic birds, and usually embroidered to create elaborate and expensive bed hangings or curtains in some of the wealthiest palaces and homes. Pattern **Eman** is an intricate and detailed crewel inspired embroidery updated with fresh color combinations and refined weave effects to suit a casually elegant modern décor.



Clockwise from left: Enya #7 Robin, Eman #1 Macaroon, and Eman #5 Bouquet

Modern Ikat

Rich History. Fresh Look

Ikat patterns are one of the hottest looks in fashion today, but also have an extensive consequential history. Having existed in India since at least the 6th century, and appearing in cultures as diverse as Japan, Indonesia, Malaysia, and Turkey, these weaving techniques were originally developed with ceremonial meaning and often seen as symbols of wealth, power, and luxury. In current day, Ikat designs have been transitioned to suit modern global style through sophisticated color and design.



Aztec #16 Morocco



Clockwise from top left: Ayumi #1 Ocean Floor, Ankh #5 Shoreline, Bora Bora #2 Tropical, and Polynesia #95 Jungle

Bold & Sophisticated vs. Casually Rustic

Patterns **Ayumi**, based on traditional hand-dyed Ikat designs with a modern twist, and **Ankh**, a contemporary Ikat inspired stripe, are printed on an exquisite dupioni silk with a beautifully subtle slub effect. These patterns are brilliantly coordinated to each other; highlighting their bold & sophisticated style. The playful non-traditional color palette keeps these patterns looking fresh & unique while still capturing an elegantly timeless look.

These same patterns have also been printed on a beautiful linen/cotton blend for an alternate look, with a more relaxed and rustic appearance. Patterns **Bora Bora** and **Polynesia** feature a complimenting color palette of punched up spicy earth tones in variations of red, green, brown and gold.

Color Innovation

Kabuki is an innovative Ikat design woven on a luxurious cotton/poly blend with an elegant flowing hand and drape.

The unique design uses a modern ombré color effect in conjunction with a serene color scheme of greens, blues, taupes, and grays to create a classically-modern ethnic look.



Kabuki #2 Crocodile



Aztec #12 Bluejay

Tribal Inspiration

Aztec is a simulation of a tribal Ikat embroidery intricately woven on a luxurious linen base cloth. The modern color palette used for this traditional design allows diversity in its application; resulting in a fresh ethnic inspired look with endless possibilities.



Mallorca #38 Bluefin

Iconic Ikat

Naturally Inspired

Mallorca is a modern representation of an iconic Ikat jacquard design with a refined two-tone color palette. Using a blend of linen and cotton fibers creates a naturally soft and textured hand with an effortless drape.

The incorporation of this fabric into contemporary décor results in a dramatic statement for a chic and casual global look.

Authentic Global Luxury

Native and **Dwell** are coordinating upholstery textures, developed in Italy specifically for Telafina.

A desire for the look of raw organic jute fabrics, without its naturally rough hand, lead to the innovation of a new rayon/poly blend to create a smooth luxurious touch, while still maintaining an authentic high textured rustic appearance. Featured in a relaxing earthy color scheme, this cloth embodies a soft and comfortable ethnic inspired environment.



Top to bottom: Native #7 Chilli Pepper, Dwell #90 Herb, and Native #8 Fennel



Top to bottom:
Native #6 Starry Night, Dwell #60
Blueberry, and Mallorca #38 Bluefin

An authentic highly-textured rustic look with a smooth luxurious touch creates a soft & comfortable ethnic inspired environment.

These are a few highlights from this season's Telafina Collection. Telafina V brings the cultures of the world to any project. To see the full line, please contact your local sales representative.

Find your inspiration with Telafina.

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