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Justina Blakeney Introduces Performance Fabrics at Calico Corners

New York, NY, September 7, 2017 – Style maven, designer and author **Justina Blakeney** has launched a pattern-rich, color-forward performance home fabric collection at **Calico Corners** stores nationwide featuring industry-leading technology by **Crypton Home Fabric**. This colorful collection of worldly, woven jacquards is based on Ms. Blakeney's original artwork. In spite of its rich, soft textures, bold patterns and lush colors, this upholstery fabric collection is extremely durable, stain-resistant and perfectly suited for everyday living. "A huge part of who I am is about mixing patterns and prints," says the designer, who discovered a new dimension for her ideas in the form of textural yarns and the play of warp and weft. She created the line "for people to be able to layer a fun mix of geometrics and botanicals, to put your own spin on it."



The fabrics reflect Ms. Blakeney's global inspirations, made famous on her popular lifestyle blog, *The Jungalow*. Patterns inspired by both nature and native handcraft hail from desert, canyon and mountain climes such as Mexico, Morocco and the American southwest. These are juxtaposed with lush, verdant jungle botanicals that impart a fresh, soothing mood, reminiscent, Ms. Blakeney says, of "what it's like to be in nature – in a forest or jungle you see all of that color, vibrancy and texture." She says time spent living in Italy also influences her design. The tiled ceilings, frescoes and pattern-on-pattern rooms of antiquity opened her mind beyond what's expected. "Don't be afraid to add decorative surfaces. If you're working within a cohesive color palette it will work together harmoniously to create a feeling of warmth and comfort. I also think it's just decadent and fun and exuberant!" says Ms. Blakeney. In that spirit, the collection's 13 boho-chic patterns are edited into three signature color combinations that all work together as stories "to layer in a way that's eclectic and collected, yet cohesive, easy on the eye."

The LA-based designer says the target audience for this and her many home products is "someone who is creative every day. Anybody who enjoys living a beautiful, fun life and expresses ideas through their home." A design influencer with an avid following, she succinctly coined her brand's persona in her *New York Times* best-selling book, *The New Bohemians*. She defines them as creative individuals who are boutique owners and bloggers, entrepreneurs and expats, artists and urban gardeners. They embrace a free-spirited, entrepreneurial, new-economy lifestyle and apply a less-rules, more-imagination attitude in all things, including their homes. With little distinction made between work and play, the new boho's home is likely to include a work space such as an office, gallery, showroom or photography studio.

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For those who may not possess Justina Blakeney's uncannily Instagrammable design instincts, the Calico stores offer several helpful services to achieve the cool and collected new boho look at home. Reupholstery, custom window treatments, custom upholstered furniture and bed ensembles, as well as free design services are among the ways Calico experts can help the design-minded manifest their dream home in no time flat. Later this fall, select Calico stores will also host the designer herself to celebrate the launch of her upcoming book: ***The New Bohemians Handbook: Come Home to Good Vibes***. For dates and locations, keep an eye on social media.



Made in America by the renowned textile mill Valdese Weavers, the fabrics are engineered with Crypton's breakthrough home fabric technology. Designed for use in residential interiors, Crypton Home offers the highest level of performance. Every fiber is encapsulated to provide superior stain resistance, easy stain release and odor resistance that will not wear out or wash away. These high-performance features are bonded to each fiber resulting in a long lasting easy-to-clean fabric. Crypton Home fabrics have the same soft, breathable qualities as any other residential upholstery fabric. They are all GREENGUARD™ Gold certified for sustainability.

With a five-year-old at home, "I understand the importance of being able to protect your furniture investment," says Ms. Blakeney. In fact, in all of the homes she designs, she prefers spaces where nothing ever feels too precious for everyday life. "I want people to feel that they can sit on the sofa and move through a space freely without fear of touching things. The reality is a lot of us have children and pets

and we like to drink wine! There's peace of mind knowing you can have a party and no room is off-limits." **Justina Blakeney Performance Fabrics with Crypton Home** technology are available exclusively through **Calico** retail stores nationwide. See them all in Calico stores or at calicocorners.com.