

JOANNE - J.F. FABRICS

DESIGNER SERIES – JF EXCLUSIVE

OBSESSION COLLECTION

Exclusive to Joanne/JF Fabrics for North America

The **OBSESSION** collection is an interesting combination of classic patterns interpreted in a simple and contemporary way. This mixing of old and new images births a hybrid style of design, which is explored extensively in the collection's range, giving timeless designs the look of today. The eight designs including our re-sampled Escala all have one thing in common, that being the focus on clean and crisp design elements, and the absence of fussy texture and pattern. Of the eight designs in the Obsession collection, patterns Freedom, Energy, Adore and Eden are printed on a wonderful cotton textured linen-like base-cloth, which has random slubs in the warp and weft giving the print loads of character. This quality is **Teflon®** treated, and therefore offers a huge advantage for upholstery use. The remaining patterns Capture, Entice, and True are printed on a luxurious pure cotton satin, which has been calendered to give it a sophisticated luxurious look. There is a significant move in the design world towards glamorous fabrics and finishes, which offer a wonderful contrast to the ever-popular textured qualities.



All of the designs with the exception of Escala are vat printed, and are therefore suitable for drapery and upholstery. Vat dyes achieve superior results when tested for abrasion as the dye is not sitting on the surface of the cloth, but rather becomes part of the molecular structure of the cotton fibers.

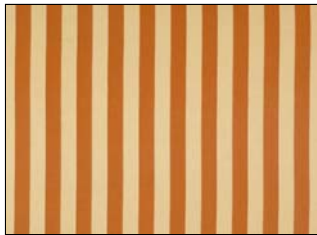
The color palette of this collection is vast and considers so many different looks and moods.



Permanent FR (NFPA 701) finish is available (with the exception of Escala). **Minimum quantity 50 yards.**



ADORE – A dainty floral vine design available in 6 soft color ways and printed on a textured linen-look base cloth treated with **Teflon®** finish. This design features randomly spaced small floral heads on a fine vine scrolled throughout. The large 24.5" x 27" repeat indicates the minimal coverage of these essentials. It is a very pretty soft floral for all home décor applications.



CAPTURE – A two-toned stripe designed to run up the roll and coordinates with pattern Entice is suitable for drapery, bedding, upholstery and decorative accessories. This design is also printed on a cotton satin base-cloth and is available in 5 unique color ways.



EDEN – A strong and charming scattered leaf pattern is available in 2 natural color ways. This design is printed on a textured linen-look base cloth treated with **Teflon®** finish and can be used for drapery, bedding, upholstery, and decorative applications.



ENERGY – A broad striped design featuring a classic ikat motif meandering along uncluttered textural plains of color. This design is printed on a textured linen-look base cloth treated with **Teflon®** finish and designed to run up the roll and is available in 4 soft and bold color ways.



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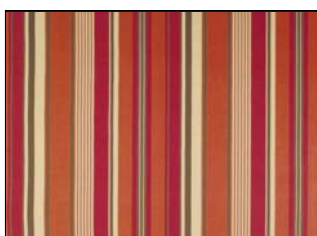
ENTICE – An age-old damask motif, which is seeing a revival in the current world of trends, is interpreted once again in a simple and contemporary way. This design is printed on a cotton satin base-cloth and available in 5 skus that co-ordinate with pattern Capture.



ESCALA – A 100% Polyester faux suede woven into a sophisticated narrow wale corduroy effect. Escala coordinates beautifully with any of the designs from the Obsession collection. Re-sampled in 13 color ways.



FREEDOM – A bold large-scaled floral striped panel utilizing classic floral motifs, but with a retro twist. This striking yet simple design comes to life on a textured cotton linen-look base cloth treated with **Teflon®** finish. Freedom is available in 6 eye catching skus.



TRUE – A multi-striped pattern printed on a cotton satin base-cloth. This design features 7 intergraded color ways that run up the roll and are applicable for any décor project.