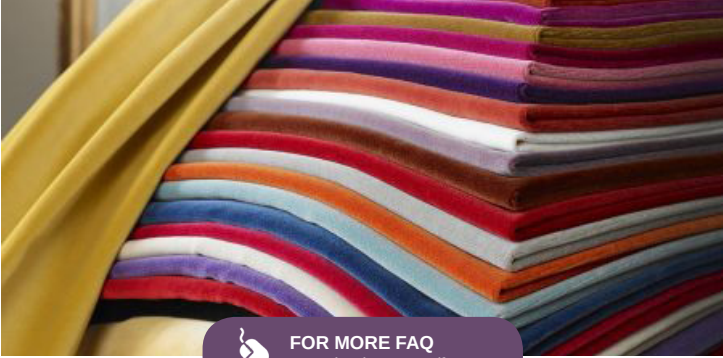


FREQUENTLY ASKED QUESTIONS

What should I be aware of before I choose a Velvet Fabric?

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When choosing a rich, elegant fabric, it is hard to go past velvet. Velvet has an amazing luxurious feel, and is surprisingly durable when properly cared for.

Velvet cloth is comprised of two parts; a woven backing and a pile, which is usually referred to as the 'face'. Different types of fibres are used to weave velvet and each have different characteristics that you should be aware of.

- > Mohair and Silk Velvets have a sumptuous, deep pile and are often very thick. Consequently, these velvets are not suitable for fine tailored pieces with pleating or narrow piping. Mohair Velvets have low flammability, excellent acoustic dampening properties and a great natural repellence to dirt.
- > Linen Velvet has a distinctive matte look, is breathable and cool to touch. It is great in casual interiors as it doesn't have the sheen that most other velvets have. The pile of a Linen Velvet is very susceptible to bruising or crushing which creates a gorgeous vintage look.
- > Cellulose Velvets, particularly viscose, have increased in popularity greatly. Viscose Velvets have a deep lustre and soft handle which creates a very high sheen velvet.
- > Synthetic Velvets recreate the look and feel of 'real' velvet. They are flame retardant, resistant to mildew and have dimensional stability.

When choosing a velvet fabric, it's important to understand that not all velvets will behave the same. Natural or Cellulose Velvets are far more rich and luxurious than Synthetic Velvets. However, because of their softness and lustre, they may crush and mark as a result of normal handling and wear. This should be expected and accepted as part of the fabric's construction, comfort and elegance.