

## **LAURIE BELL LAUNCHES NEW RUG AND FABRIC LINES AT HD BOUTIQUE**

### **New Lines Exclusively Marketed through Appian Textiles**

Designer Laurie Jenkins, founder of [Laurie Bell Fabrics](#), is introducing her new line of hospitality rugs and fabrics at the HD Boutique, September 14 and 15 at Booth #1927. Jenkins' new product lines are inspired by fashion and the hospitality industry's demand for lifestyle looks that work with today's style-focused exteriors.

Jenkins will be partnering with Appian Textiles to launch the new collection. Appian is a premier provider of luxurious and fashionable fabrics and faux leathers to the hospitality industry. The collection will be sold through Appian's hospitality sales network.

"We are taking design to a new level by featuring an expanded array of rich, lustrous fashion-driven colors, textures and patterns durable enough for today's luxury properties," says Jenkins. "The blurred line between work and play needs to be reflected in design and focused on creating an enjoyable customer experience. Our new introductions feature high quality rugs, upholstery fabrics and outdoor sheers that conjure a sense of sanctuary and relaxation."

"Appian is continuously focused on creating new alternatives for our customers in the hospitality industry by translating inspiration and cues from fashion into products that are fresh, luxurious, and incredibly stylish," says Tommy Lee, president of Appian Textiles. "Together with our sister company, Tiger Imports (a premium leather provider), we continue to differentiate ourselves with new and exciting product introductions into the hospitality design trade. This collaboration with Laurie has created the perfect opportunity for Appian to expand its ability to provide innovative solutions to our discerning hospitality customers through an absolutely stunning and 'high performance' outdoor collection."

Jenkins' new rug line -- which is inspired by unique elements such as vintage handkerchiefs -- is constructed from 100% polypropylene and is engineered for the outdoors with a two-year warranty from fading. The rugs offer superior lightfastness and are constructed from technology used predominately in marine-quality carpets. "The manufacturing process results in an incredibly textural effect not seen in other outdoor rugs," Jenkins says.

Laurie Bell's custom upholstery fabrics and sheers are woven with outdoor-quality yarn. The fabrics are comprised of four trend-setting color stories including Amande (bright green), which takes its cues from nature; chocolate, which is always in style; gray/orange, which is very fashion forward; and orange/salmon, inspired by 60s vintage fashion. [Look for additional color introductions to the line in the near future].

Laurie Bell's rug and fabric collections will initially be marketed to specialty casual retailers and the designer and contract/hospitality trade with availability within a six- to eight-week lead time. For more information, contact Appian Customer Service at (336) 275-2521, or visit online at [www.appiantextiles.com](http://www.appiantextiles.com).

