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PRESS RELEASE

“New Raymakers velvets are more sensual than ever.”

At Proposte 2008, stand 88 in hall a la Regina, Raymakers introduces sensuality and richness in new colour schemes and constructions for “upper class” velvets. Speciality velvets have been developed for the Organic and Outdoor markets.

Richness

The main trend has everything to do with going back to the roots of velvets; warm and deep colours with a very rich handle. This brings along high quality and more voluminous velvets, like silk, mohair and heavy weight cotton qualities. Imagine how velvets were used in royal palaces and theatres or in homes of the very rich. That is how Raymakers' new colour lines are build. All available in small minimum runs.

Organic Velvet

Raymakers has a world premiere by introducing the first range of Organic cotton velvets. The yarns used for these qualities are produced with organic cotton, free of pesticides and certified by Control Union (formerly SKAL). Raymakers production processes are adapted and approved by IMO (Institut für Marktökologie) based on the criteria of GOTS, the only global standard for organic textiles.

Organic velvets are available in 3 opulent qualities; two for upholstery and one for drapery. Contrary to what one might think, the Raymakers organic velvets can be dyed in most colours, ensuring a good colour fastness. Moreover, the handle is very soft and luxurious.

Outdoor Velvet

With the new outdoor velvet Raymakers offers an innovative approach. The regular yarn that is used for outdoor fabrics is a solution dyed acrylic which implies very large production runs and only a limited colour palette. Raymakers, however, developed Outdoor dyeing recipes for Trevira CS yarn to reach a colour- and weathering fastness of ≥ 6 . Additional water repellent finishes are also possible, as well as IMO certification for Outdoor Trevira CS velvets. This innovation offers huge colour possibilities at low minimum quantities.

Others

Visitors to the Raymakers stand will discover much more novelties like new designs, printing techniques and a re-launch of Raymakers mohair velvets. All at booth 88, A la Regina, Proposte 2008.