

## MARINA MILL LAUNCHES EXTEX 'HAZE'

### THE NEWEST ADDITION TO THE EXTEX COLLECTION OF OUTDOOR FURNISHING FABRICS

Marina Mill, the UK-based family company best known for injecting style and flair into exterior furnishing fabrics with its EXTEX collection, has launched a brand new textile range onto the market. '**HAZE**' is the first non-chenille in the collection, and is woven using 100% solution-dyed acrylic, resulting in a fabric that is not only gorgeous, but also able to withstand anything an adventurous captain or owner throws at it.

Keith Rawkins, Managing Director of Marina Mill, says: "All exterior fabrics these days are durable, they are all consummate performers in the sun, in the great outdoors generally; textile technology has come so far that there is no doubting the fabrics in this market are all very practical".

"But in developing the *Haze* range and discussing exterior textiles with our customers, we learnt that the elements they appreciate most in the EXTEX fabrics, those that make them truly distinctive in this ever-competitive marketplace, is their style. You can't manufacture style, it must be designed into the product at the very earliest stages".

And designed in it was; in developing *Haze* the aim was to create a chic, refined and sophisticated fabric. It is best described as a modern classic, a plain-weave acrylic with a shimmery, almost metallic appearance. This hazy iridescence is a product of the weave construction; *Haze* is a 'shot' fabric, two different coloured threads are used in the weaving process, and it appears to glimmer from one colour to another depending on the angles of light and view. This construction technique was traditionally used for fashion fabrics, where the lustre creates a heightened sense of glamour. Transferring these characteristics into the outdoors, with its bright daytime sun, and ambient evening lighting, the deck of a yacht is the perfect stage for this fabulous fabric.

The common factors in all EXTEX fabrics are modern colours and luxurious textures; *Haze* is no exception. Although deviating from the chenille staple, Marina Mill's new fabric is just as sumptuous to touch, as glamorous in use and as comfortable to sit on. The weave technique gives *Haze* more dimension than an ordinary solid fabric, and creates rich, deep colours which will complement all stylish outdoor applications. Available in 21 fabulous colours to coordinate with the EXTEX fabrics already available, *Haze* is able to cope with the harsh realities of yachting life while still being gorgeous and glamorous... now that's weather wise!!!

EXTEX fabrics (*Mull*, *Outline* and *Haze*) are available exclusively through Marina Mill and fine designer showrooms worldwide. Price on application.

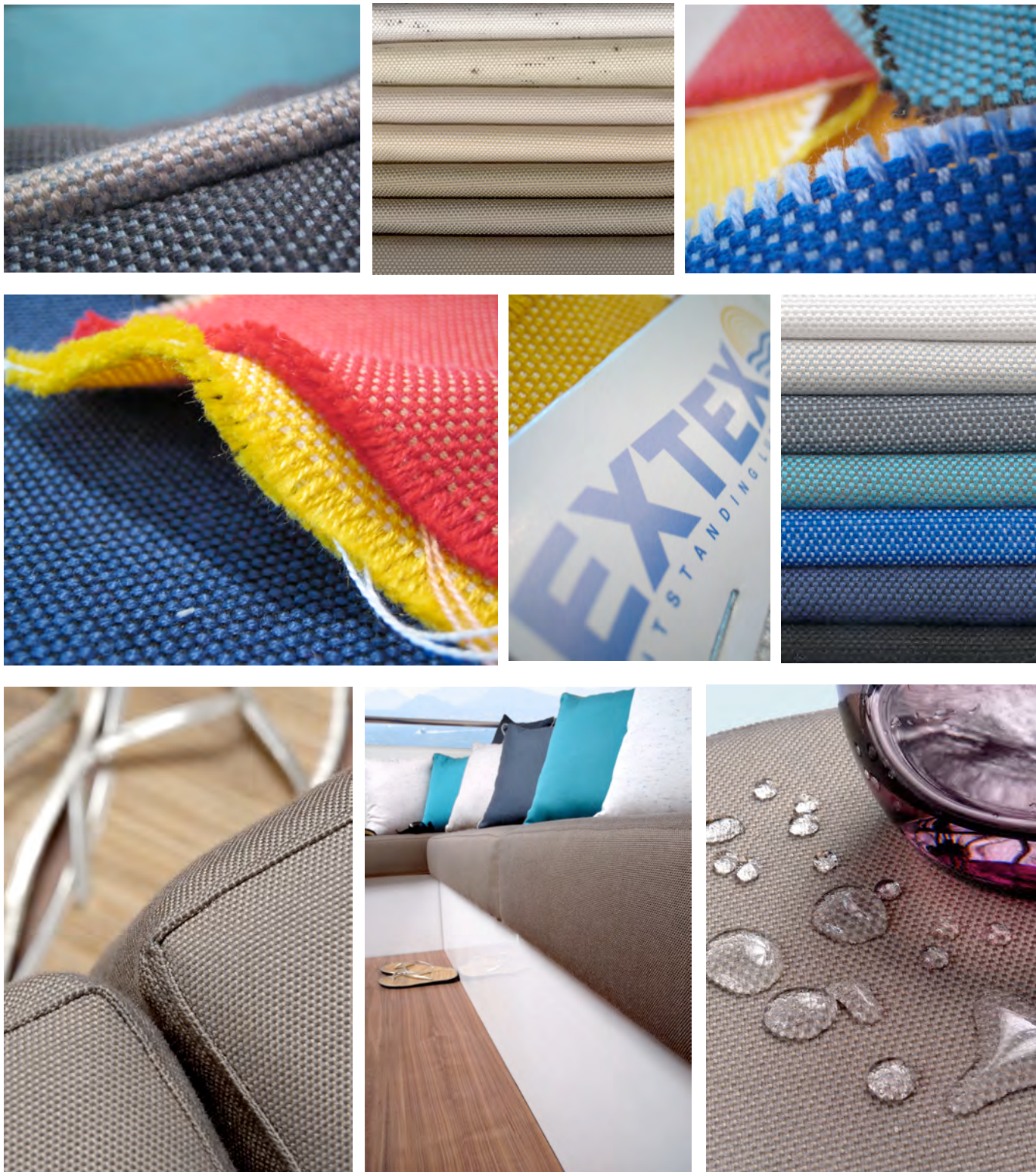
High quality digital images available on request.

Further information on Marina Mill and the development of the EXTEX range of Outdoor Fabrics can be found on the following pages.

For product enquiries, please contact Marina Mill:

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