



**STROHEIM®**

COLOR III





## FOR IMMEDIATE RELEASE

### FABRICUT UNVEILS COLOR III: THE LATEST ADDITION TO THE RENOWNED STROHEIM COLLECTION

**TULSA, OK (October 2024)** – Stroheim is thrilled to announce the launch of Color III, the newest addition to its highly successful Stroheim Color fabric collection. Building on the enduring popularity of the original Stroheim Color grouping, Color III takes inspiration from the success of its predecessors while embracing a refined traditional aesthetic in response to evolving market demands.

Color III marks a significant expansion of the high-end traditional fabric line under the Fabricut umbrella, positioning Stroheim as the definitive luxury book brand in the industry. This launch comes at a pivotal moment, showcasing a curated selection of statement prints, intricate embroideries, sophisticated wovens, elegant wallcoverings, and complementary trimmings.

#### Key Features of Color III:

- **Diverse Offerings:** Includes a range of prints, wovens, and embroideries.
- **Three Distinct Books:** Sapphire/Pistachio, Pomegranate/Vermillion, and Lilac/Sandstone.
- **Coordinated Collection:** Complements the Color III Trimmings and Wallcoverings.

Traditional design is making a strong comeback, and Color III is poised to meet this resurgence with unparalleled style and sophistication. Fabricut's commitment to excellence is evident in every piece of this collection, reinforcing Stroheim's reputation for luxury and quality.

For more information about Color III and to explore the collection, please visit <https://fabricut.com/Stroheim>.

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#### ABOUT STROHEIM

For over 140 years, Stroheim has been a leading resource for exquisite, fine-quality fabrics, wallcoverings and trimmings for the most discerning clientele—a major landmark in our industry. Established in 1865 by Julius Stroheim and then purchased by Fabricut Inc. in 2010, Stroheim continues to boast an impressive longevity and is celebrated as one of the most respected fabric houses in the decorating world. Stroheim has always stayed ahead of the prevailing trends in designs and color, remaining traditional yet always up-to-date. With a breathtaking range of fashion-forward fabrics, trimmings and wallcoverings, Stroheim enhances every room of the house and is suitable for every lifestyle. Its classic designs—stripes, checks, plaids, damasks, florals, tapestries, brocades, chenilles and velvets—are continually refreshed to accommodate contemporary as well as traditional taste.



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