

# PRESS RELEASE

## REGAL FABRICS INJECTS NEW LIFE INTO CUSTOMER FAVORITES & BROADENS SUSTAINABLE KINDRED LINE

MIDDLETON, MA: Catering to customer favorites, Regal Fabrics deepened color lines on six best-selling patterns including chenille, bouclé, velvet, woven, and washed & washable constructions. Similarly, with the success of last season's plush chenille grid [R-Block](#), Regal leaned in to the playful geometric trend with three mod chenille patterns spanning the rainbow. Says Design Director Sarah Surace, "It's so refreshing to see COLOR trending again! Our Fall 24 collection is a feast of warm neutrals, moody blues, olive-infused greens, caramel browns and rich spice tones. Consumer preference continues to trend toward more complexity in design and color – that's reflected in our impactful layered, color-curated collection, all at the intersection of great value and beautiful design."

Also look for an expanded Kindred line this season, focusing on sustainable yarns and casual looks, with new dobby, print, stripe, and embroidered additions to the line's 30+ patterns and 300 stocked SKUs.

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