



CENTRO TENDAGGI ARREDAMENTO  
*Italian Textile*

#### **PURITY Collection spring/summer 2014**

The linen is the top of the range that turns the spotlight on *Purity*, the latest collection of CTA®. Everything starts with the purity of a fibre which has been sought and appreciated for years; with the whiteness of a fabric so fresh and soft and therefore very valuable; with the versatility of a yarn so durable that for centuries it has been a source of inspiration in fashion, furnishing, the film industry and the theatre. To complete the CTA® collection, which this year has been the result of a long research and attention to particulars, is a vegetable fibre considered the eldest in the world, a plant that for over 6000 years has accompanied our lives for various uses and multiple purposes.

*Purity* is inspired by the beauty enjoyed by the cities of the Roman Empire, at a time when linen had its greater spread and was legitimized as a fine fabric woven in common use. Linen is a very versatile, stylish and elegant, and at the same time functional, environmentally friendly and sustainable, available in different colours and types. While the basic principles of the linen industry remained broadly unchanged with respect to its primitive applications, it is equally true that technology has allowed us to refine the techniques of fabrics treatment and to obtain serious improvements now offering lines even softer to the touch.

With the lines of the new *Purity* collection, CTA® traces the paths that have led this fibre into Central Europe, through the lands of Egypt, to Babylon, from the Phoenicians to the ancient Romans and other peoples of the Middle East. With special treatments linen became a really eclectic fabric, confirming that the common thread that unites all winning collections by CTA® is the fact they offer products always readily matching and easily combined with one another. The materials and shades available can really be combined in perfect harmony, while maintaining different uses, be it fabrics for curtains, light upholstery fabrics or furniture covers.



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### CORINTO



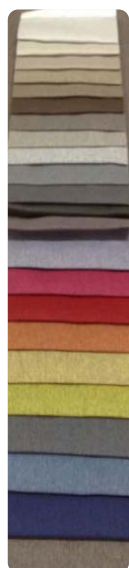
The Corinto line is named after the flourishing city-state of Greece and south-central and within the Purity collection it is the perfect combination between tradition and innovation, between old fibre and new technologies. Thanks to a sophisticated resin finishing the tissue proposes a particular interpretation for curtains and tablecloths which makes it light and soft for the eye but at the same time very structured and resistant. CORINTO is proposed in width 310/315, 205 gr/sqm in ten different colours in the chromatic of nature and safari, typical for linen.

### AUGUSTA



Former imperial capital, among the most important and populous cities of the time, Augusta Treverorum gives its name to the CTA® line that introduces a compound of 50% linen and 50% polyester, available in two different fabrics: one with a simple and uniform base, the other with irregular streaks that make the yarn more wrinkled. Suitable for more decorative curtains and drapery, AUGUSTA is available in 13 different colour variations of natural earth tones, in width 325/330 cm for the uniform variation and 290/295 cm for the crumpled variation.

### TAMARA



One of the twelve "Invisible Cities" described by Italo Calvino, TAMARA gives its name to a very special fabric: 100 % polyester flame retardant composition is a darkening textile with flame retardant properties and at the same time it has unusual "linen effect" that makes it so widely applicable for both contract and residential projects. Made in double width (H 295/300) and available in 22 different colours in shades of gray and taupe, plus darker colours like burgundy and marine green; suitable for both curtains and bedspreads.



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### OTTAVIA



Rural village of the ancient capital city of Rome, OTTAVIA is an article in 100% polyester, it replaces the curtain "Unicorn" in the catalogue of CTA® which will go out of production in January 2015, much appreciated for the excellent value – price ratio. In the 2014 catalogue it is available in width 310/315, loses its original stiffness and it is softer to the touch and more opaque to the eye.

### NIMES



Many have called it the "Rome of France", and indeed between the European provinces it was the one that had its most prosperous period during the Roman Empire. NIMES gives its name to the line of fabric within the Purity collection, made of 80 % linen and 20 % polyester. The delicate and refined macramé embroidery embellishes the tone on tone oil yarn; suitable for curtains and available in stylish neutral colours of white, beige and ecru.

### TEODORA



Among the twelve "Invisible Cities" told by Marco Polo to the Great Khan, emperor of the Tartars, TEODORA is rich in images and signs and the fabric that draws its inspiration from it is full of evocations because it takes up the elegant and aristocratic quilted style. A 100% linen fabric manufactured with geometric squares interspersed with tone on tone buttons, proposed in width 130/135 cm, in shades of white and ecru. TEODORA matches well with the plain fabric ZORA (140 H), to meet the demands of the most sophisticated interior.



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### DOROTEA



The city of Dorothea, an unforgettable, evocative, magical and sentimental metropolis, was a nice discovery for Marco Polo, and also for Italo Calvino. This is even more relevant to the fabric of the Purity catalogue, which it draws inspiration from. DOROTEA is a wonderful 100 % linen, with a very romantic aspect, evoking a simple and natural style. Animated by soft lozenges that are created as a result of the linen tape, contrast with the white shade, and tone-on-tone for colour version of ecru and beige. DOROTEA is also matched with the plain fabric ZORA (140 H), to meet the needs of the most sophisticated interiors.

### TECLA



A typical Greek name, a city where Italo Calvino leads us in his stories of the "Invisible Cities", TECLA is a linen blend (80 % LI , 20 % PL) that returns to the Purity collection strong by the success accomplished as a background for the lines INGENUA, ANCORA, ANTARES, IBIZA and NIME. Made in width 295/300, TECLA is a soft and delicate linen, in natural colours, and it is well suited for curtains.