



For Immediate Release

Tres Chic.

The Burch Design Studio introduces Chateau, Fleur, and Parlour, a chic trio of classic fabrics reimaged for modern interiors. Formal damasks, fleur-de-lis, and plaids styled with a casual flair lend a new sense of sophistication and elegance without being pretentious. Their collective color palette focuses on elevated neutrals and soft, soothing shades, further enhancing the collection's upscale yet approachable aesthetic. Chateau, Fleur, and Parlour together leave a long-

lasting impression on today's stylish interiors with the permanent protection of Crypton.

For inspiration, editorial imagery, and videos of this collection please visit Burchfolio (<https://burchfolio.com>)

Burchfolio
GET INSPIRED.

About Burch

What started out in 1904 as a small upholstery shop in downtown Grand Rapids, Michigan has grown into a worldwide brand synonymous with innovative products that provide quality and value. Burch offers an extensive selection of materials for coordinated application in the hospitality, senior living, corporate and healthcare markets. Our progressive collections of High Performance Seating, Crypton, Vinyl, PVC Free Polyurethane,

Silicone, and Vertical Surface Fabrics are developed with our customer's needs in mind. Our in-house design team strives to develop innovative products to meet the ever changing demands of our industry, whether it be the latest color trends or providing solutions for the latest technical challenges. Our entire offering is inventoried in multiple warehouses throughout North America, allowing for exceptional delivery times.

For Press Information Contact

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Burch

Chateau

- 8 Colorways
- Bleach Cleanable
- Crypton® Super Fabric
- Free of FR Chemicals / CAL AB 2998 Compliant

An elegant damask with soft edges, Chateau exudes effortless formality. Chateau is available in eight exquisite color combinations.



Café Au Lait 1012147



Honey 1012142



Sunset 1012140



Copper Mine 1012141



Oasis 1012145



Tahitian 1012143



Delta 1012144



Granite 1012146

Fabric is not shown to scale.

Fleur

- **13 Colorways**
- **Bleach Cleanable**
- **Crypton® Super Fabric**
- **Free of FR Chemicals / CAL AB 2998 Compliant**

Fleur's sophisticated charm lies in its subtlety, revealing hints of its delicate pattern at every angle. Fleur comes in thirteen beautifully soft-spoken shades.



Garnet 1012128



Cashew 1012138



Sterling 1012136



Olive 1012134



Frost 1012139



Koala 1012137



Pine 1012133



Spearmint 1012135



Cyan 1012131



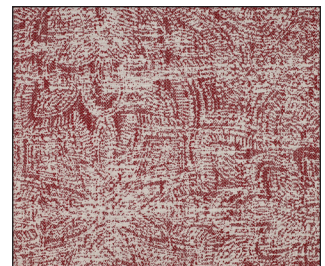
Imperial 1012130



Gilded 1012135



Coral 1012127

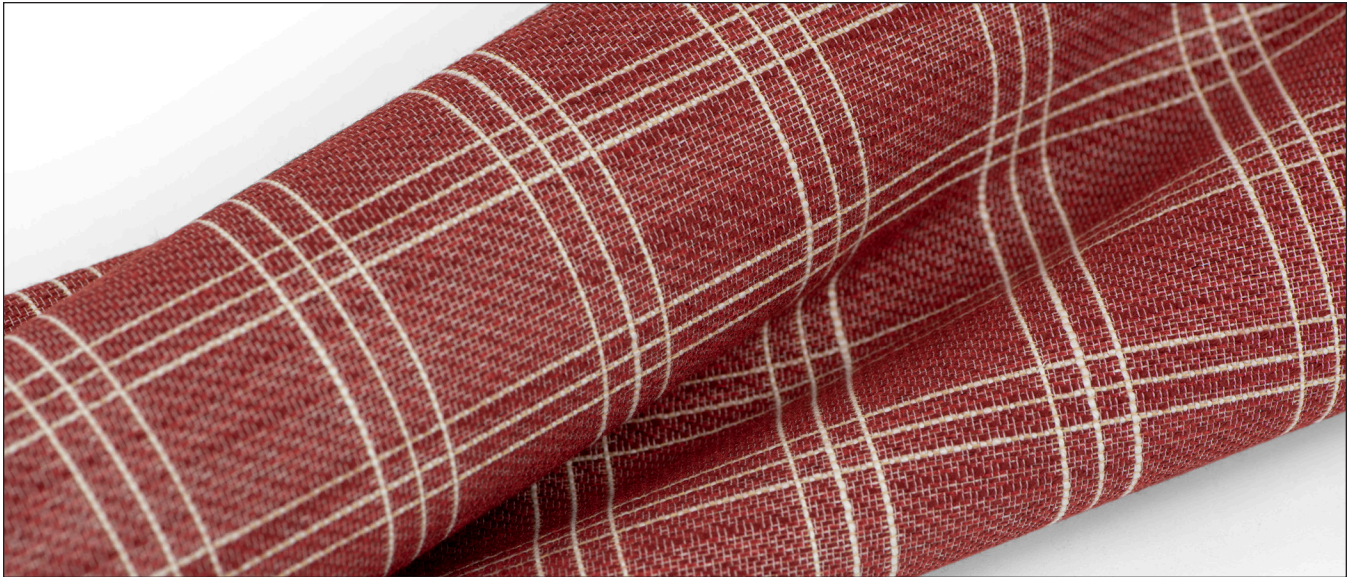


Raspberry 1012129

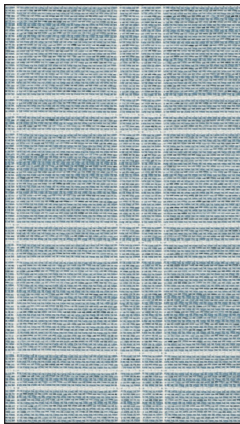
Fabric is not shown to scale.

- **10 Colorways**
- **Bleach Cleanable**
- **Crypton® Super Fabric**
- **Free of FR Chemicals / CAL AB 2998 Compliant**

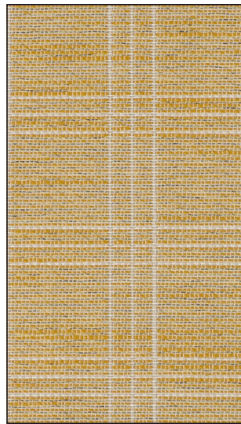
Parlour is a chic interpretation of a plaid with clean, classic lines. This pattern is offered in a palette of ten handsome shades with a casual menswear influence.



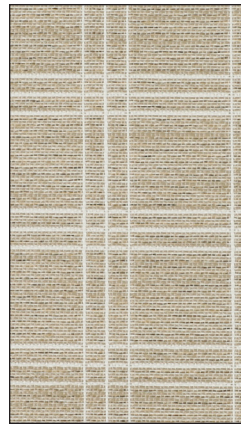
Seabreeze 1012151



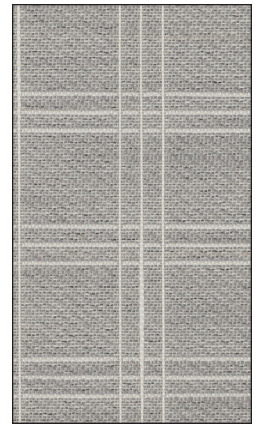
Cornflower 1012152



Butterscotch 1012148



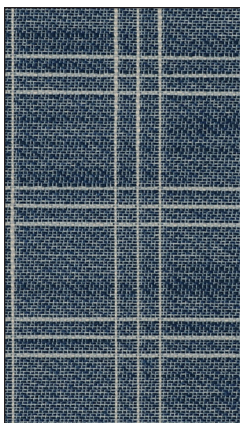
Sahara 1012157



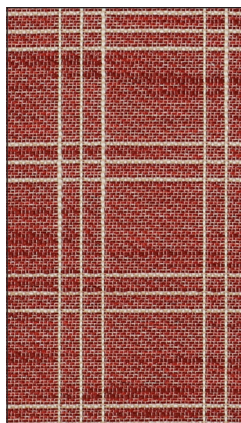
Dove 1012155



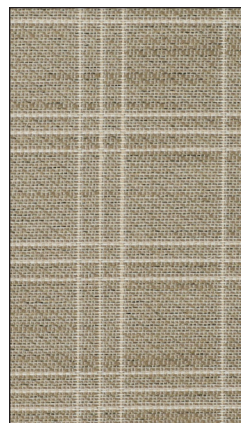
Kiwi 1012150



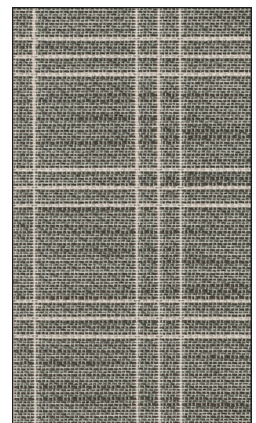
Nautical 1012153



Ruby 1012149



Biscotti 1012156



Stratus 1012154

Fabric is not shown to scale.