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BREATHE

by Milliken®

Media Contact
Maggi Whiston
864.274.8208

maggi.whiston@milliken.com

New Breathe by Milliken® Fabric Offerings on Rowe Furniture *Partnership expands Rowe's sustainable, natural performance fabric options*

SPARTANBURG, S.C. (OCTOBER 14, 2020) - Milliken's Specialty Interiors business announces its partnership with Rowe Furniture to offer the Breathe by Milliken® collection across Rowe's furniture and slipcover lines. The eco-elegant performance fabrics partnership launches at the High Point Fall Market, where Rowe debuts Breathe's *New Delhi*, a 100 percent cotton slub fabric, on its Robin Bruce Boden sofa.

"This partnership highlights our Breathe by Milliken collection, an ideal choice for consumers who want fabric solutions that offer protection without sacrificing aesthetics or the environment," said Chad McAllister, executive vice president of Milliken & Company and president of the Textile Division.

Rowe's latest product launch, Boden, focuses on sustainability, wellness and modern yet practical design that includes easy cleaning options. The Breathe collection is a perfect fit, featuring cleanable cottons, cotton/linens and polyesters made from recycled plastic bottles.

"We chose Breathe for its sustainability story, aesthetic features and excellent product support from Milliken Specialty Interiors. As the first plant-based performance option in our pre-washed, pre-shrunk natural fiber line, Breathe enhances our product portfolio and will appeal to customers looking for a functional solution without sacrificing performance or appearance," said Laura Mabe, upholstery merchandising manager and designer for Rowe. "As the natural fibers soften and bloom, they will maintain their beauty through multiple washes for a luxurious and environmentally healthy option."

In addition to *New Delhi*, Rowe chose to feature *Soho*, a cotton-linen blend, and *Loft*, another 100 percent cotton option. Rowe selected neutral colorways that will blend effortlessly with any décor through variations of white, ivory, gray and blue.

"Milliken is among the most sustainably-focused and environmentally responsible companies in the industry, and the organization has a reputation for excellence, meeting deadlines and

offering great support,” said David Shilesky, vice president of marketing for Rowe Furniture. “One of Rowe’s differentiators is our Express Program, which offers shorter lead times on many custom items. Therefore, we need to have inventory on shelves and a partner we can depend on to consistently deliver. We know Milliken is a trusted, reliable partner.”

Breathe upholstery fabrics offer a durable, plant-based water-repellent that resists everyday stains and cleans easily without PFCs, fire retardants or other chemicals of concern. These fabrics have earned GREENGUARD® GOLD certification to meet strict chemical emissions limits and enhance the indoor air quality of living spaces.

“While we are thrilled to meet Rowe’s product needs, we are equally as proud to serve top manufacturers by working cooperatively, keeping promises and delivering tools to position their sales teams and merchandisers for success,” said Rene’ Vaughn, director of sales for Milliken Specialty Interiors.

To learn more about the partnership, visit rowelifestyle.com/breathe or breathebymilliken.com. Schedule an appointment to view the Breathe by Milliken collection in our High Point, NC, showroom by emailing millikenspecialtyinteriors@milliken.com.

About Rowe Furniture

Established in 1946, Rowe offers a wide range of styling in sofas, sectionals, beds chairs, and ottomans with hundreds of fabric selections. The Rowe portfolio of brands includes Rowe and Robin Bruce. All collections are available at major home furnishings retailers and better independent retailers across the United States and around the world. Rowe is a Founding Member of the Sustainable Furnishings Council. For more information or to locate a Rowe retailer near you, visit www.rowefurniture.com or call 800-340-7693. Rowe Fine Furniture, Inc. is an affiliate of the Markor International Business Division.

About Milliken Specialty Interiors

Milliken Specialty Interiors, a business within the Textile Division, boasts a rich history of developing, designing and manufacturing fabrics for home and office furniture, vertical panels, privacy curtains, window treatments, theatrical curtains, top-of-bed applications and more. Through our unrivaled knowledge and unmatched service, we provide our customers with forward-thinking solutions that enhance their products in a variety of markets, including commercial, residential, healthcare and hospitality. For more information, visit www.millikenspecialtyinteriors.com and join us on [LinkedIn](#), [Pinterest](#), [Twitter](#), [Facebook](#) and [Instagram](#).

About Milliken

Milliken & Company has been solving everyday problems with innovative solutions for more than 150 years. Our research, design and manufacturing expertise reaches across a breadth of disciplines including specialty chemicals, floor covering, healthcare and performance and protective textiles. An unwavering commitment to ethics guides our work to redefine how we add strength and protection to products, how we infuse vibrancy and color into our surroundings and how we care for the environment. For us, success is when discoveries made

within Milliken help us all have more meaningful connections with the world. Discover Milliken at www.milliken.com, and join us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).

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