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Comfort and Simplicity: Victor Designs Create Sanctuary In Uncertain Times

Showtime display to feature variety of designs created to help consumers create a personal refuge.

Saint-Georges, Quebec, Canada, May 5, 2009 – Victor Group, a leading North American textile company, has built a reputation for high quality materials, a commitment to customer service and a diverse collection of original designs. When you add the excitement surrounding the recent acquisition of the acclaimed Craftex brand, and the anticipation for the debut of *Craftex by Victor*, it's clear that Victor will be a popular destination at next month's Showtime.

According to Bea Spires, Design Director for Victor Residential, visitors won't be disappointed as the company is preparing a diverse assortment of new, on-trend designs based on what styles and patterns consumers are looking for during difficult economic times.

"Consumers are feeling the sting of the economy seemingly at every turn, and as a result, are staying home much more," said Spires. "As more homeowners look to turn their homes into a place of refuge during these trying times, they are choosing furnishings and accessories that are restful and soothing, yet stylish at the same time."

To accommodate this demand for comfortable, non-complicated transitional fabrics and designs, Victor's introduction will include a variety of color combinations featured in a range of neutrals such as browns and greys highlighted with mood colors such as Chartreuse, Red, and Aqua. A collection of complimentary floral and geometric designs are among the combination of these elements being viewed as a new approach to transforming an ordinary environment into a more vibrant living space.

Also at Showtime, the company's newest brand, *Craftex by Victor*, will make its official debut. Over the past 100 years, the Craftex brand has established a reputation for unique styling and distinctive designs that have made it one of the most recognizable residential fabric brands in the industry. The *Craftex by Victor* brand will continue that tradition with the introduction of a variety of beautiful new fabrics and designs which remain true to the brand's heritage.

"*Craftex by Victor* products are a tremendous addition to the Victor collection of residential fabrics that will be on display at Showtime," said Terry Donahue Blum, residential design manager for the *Craftex by Victor* division. "The collaboration between two of the industry's most knowledgeable design teams has led to the creation of a variety of highly-styled, on-trend designs, available in numerous constructions, colors, textures and styles."

Victor will also introduce several new sustainable designs at Showtime, adding to its industry-leading collection at a time when more manufacturers are exploring the addition of eco-friendly designs.

"The inclusion of a sustainable line of products in a company's offerings is moving from niche to normal in the residential market, much like it did several years ago on the contract side," said Spires. "Thanks to our extensive contract experience, Victor has already dedicated countless hours to the research and development of environmentally-friendly fabrics. So while others are just beginning to find their way, Victor has already established a reputation for producing eco-friendly fabrics that meet or exceed all quality and performance requirements while setting a new standard for creativity and original designs."

About Victor

Victor, a leading North American-based textile company specializes in innovative, environmentally sustainable fabrics. The company operates state-of-the-art mills in several Canadian and US locations, service-and-warehouse facilities in Grand Rapids, Michigan and Fall River, Massachusetts, and design studios in New York City and Fall River. Founded in 1947, family-owned Victor has a long history of serving the North American furniture industry with sustainable fabrics.

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