



FOR IMMEDIATE RELEASE

CONTACT: Robin Gordon / Allison Ruddick
Duralee Marketing
631-273-8800 x4241 / x4334
rgordon@duralee.com / aruddick@duralee.com

DURALEE REINVIGORATES ICONIC FABRIC BRAND BAILEY & GRIFFIN



BAY SHORE, NY – With the purchase of the B. Berger family of brands in the summer of 2012, Duralee acquired the archives of the luxury fabric brand Bailey & Griffin. While combing through decades of artwork, fabric and wallcovering designs, it became evident to the Duralee executives that the prestige of the Bailey & Griffin product was not to be ignored. Therefore, they are pleased to announce that they have decided to revive this iconic line of refined high-end fabrics for the distinguished home.

Founded in 1923, Bailey & Griffin began as the U.S. distributor for UK-based fabric house, Arthur H. Lee & Co. Known for their hand-crafted techniques and high-quality cloths, the Arthur H. Lee & Co. designs were quickly embraced by the burgeoning U.S. design community under the Bailey & Griffin name.

Recognizing the need to supplement the product line, Bailey & Griffin began sourcing their own wovens with custom-dyed yarns designed to coordinate with the rich European colors of the Arthur H. Lee & Co. prints. When Arthur H. Lee & Co. merged with Jofa in 1965 to become today's Lee Jofa brand, Bailey & Griffin continued independently by creating their own extensive archive of exclusive hand-printed designs. From hand-blocked chintz to printed linens, Bailey & Griffin built a base of traditional, charming luxury that has not only stood the test of time, but is remarkably relevant in today's interior design market.

For more than 80 years, the Bailey & Griffin brand had been a leading source of fine fabrics, wallpaper and trims to the design trade. The company, while utilizing classic design, had innovatively established a unique sense of style which had given it a passionate following among leading designers. Featured prominently in some of the nation's most prestigious homes, Bailey & Griffin products were prized by designers for their beauty and character and the brand has maintained a loyal following through today.



With Anne Hahn – a former Design Director at Lee Jofa -- at the helm, the Duralee designers have reached into the Bailey & Griffin archives to create the first collection of printed and woven fabrics under Bailey & Griffin, a Duralee Company. While the new designs have been reimagined with fresh, current colors and modern scales, the collection will continue to be hand-screened on the highest quality goods in the same Rhode Island mill that Bailey & Griffin has been using for decades.

Aiming to maintain a refined, yet slightly whimsical aesthetic, Hahn is pulling from her background as a textile and interior designer to create a collection that is not only beautiful, but useable. Her trained eye has ensured that the brand will continue to offer the quality of product that is to be expected of an historic fabric house.

DURALEE®, dedicated to providing the building blocks to design, is headquartered in Bay Shore, New York with showrooms nationwide and throughout the world.