

# cashmere news

Spring issue of cashmere news from



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## Announcing the new Joshua Ellis collection of cashmere fabrics and home furnishings

**Our stunning new DALES COLLECTION is a range of pure cashmere fabrics designed, produced and manufactured exclusively in Yorkshire.**

The new Joshua Ellis home furnishing range offers you sumptuous cashmere fabrics in classic and contemporary designs.

The new Collection cleverly combines rich sophisticated colours in classic plaids with co-ordinating melange and plain shades. From warm mocha, caramel and ochre, elegant lovat to cobalt, teal and striking scarlet, copper and deep Prussian.

The new range is fully stock supported to offer not only quality of product but also a service which is second to none.

**We are currently looking for Exclusive Stockists to offer our fabrics to customers throughout the UK.**

If you are either an interior designer, an independent retailer or a high street store and are keen to offer your customers the world's finest range of beautiful cashmere fabrics, cushions, curtains or throws please telephone:

**01924 350 070**

[genoffice@joshuaellis.co.uk](mailto:genoffice@joshuaellis.co.uk)

[www.joshuaellis.co.uk](http://www.joshuaellis.co.uk)



### Did you know that .....

**... Joshua Ellis actually existed!**

The first available records of the company show it to have been established in 1767, originally as clothiers.

An amalgamation of local clothiers towards the end of the 18<sup>th</sup> century resulted in a diversification into woollen textile manufacturing.

The Ellis family were fully instrumental in founding the original company but it wasn't until the late 1830s that the name Joshua Ellis & Co Ltd was adopted.

For more than 200 years the name Joshua Ellis & Co Ltd has been synonymous with very high quality luxurious fabrics.

Joshua Ellis, now part of SIL Holdings Group of companies, continues to be privately owned and the philosophy remains the same today as always –

**“to produce a product of the highest quality and luxury using the finest natural fibres”.**



Founder - Joshua Ellis

### HOW TO ORDER THE NEW BOOK

To order your Dales Collection book or to request swatches please email us at

[genoffice@joshuaellis.co.uk](mailto:genoffice@joshuaellis.co.uk)

or call - **01924 350 070**

**PURE CASHMERE**

**PURE LUXURY**

**PURE PLEASURE**



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## Interview with Managing Director Meryl Birch

### WHAT IS IT THAT MAKES THE JOSHUA ELLIS RANGE OF CASHMERE FABRICS SO SPECIAL?

"The specialist knowledge, expertise and traditional skills of our workforce have been continually passed down from generation to generation.

This wealth of experience together with investment in the latest technology has made Joshua Ellis a world leader in innovative cloth production. Modern weaving technology combines with many traditional finishing techniques to produce some of the finest cloths in the world."

### WHY DID YOU DECIDE TO MOVE INTO HOME FURNISHINGS?

"Design, innovation & creativity remain at the forefront of our business and our team of designers collaborate with the leading fashion houses in the world to produce exquisite garments that grace the catwalks of Paris, New York, Milan and London.

It was a natural progression to bring the catwalk to the home and introduce our luxurious fabrics to the world of interiors."

### WHY SHOULD I HAVE JOSHUA ELLIS CASHMERE IN MY HOME?

"Cashmere is quite simply the most divine fabric for your home offering a truly sublime combination of melting softness and luxury which is perfect for domestic upholstery, feature chairs and sofas, drapes, throws and cushions – pure luxury, pure pleasure."

Meryl Birch on a recent tour of the factory

### WHERE DOES THE CASHMERE FIBRE ACTUALLY COME FROM?

"Our cashmere fibre is obtained from goats found in the most inhospitable, high altitude regions of China and Outer Mongolia. It is the extreme severity of the climatic conditions of the animal's natural habitat which will ultimately determine the fineness of the cashmere fibre. Each goat is combed by hand to extract a smooth, silky fleece which provides such a fabulously luxurious finished product."

### I HAVE HEARD ABOUT TEASELS—WHAT EXACTLY ARE THEY?

"Teasels are a plant with large prickly heads which we source from France and Spain. They are set in rods on the machine used as part of the finishing process and the prickly "hooks" of the teasels draw out the natural fibre giving a lustrous, rippled or "watermarked" effect to fabrics and throws."

### FINALLY - WHERE CAN I BUY JOSHUA ELLIS CASHMERE?

"A full list of our exclusive stockists is shown on our website . You can also contact us directly at the factory."



## PICTURE GALLERY

Beautiful new range of cashmere cushions, throws and accessories



## BESPOKE DESIGN DEPARTMENT

Many of our stockists are taking advantage of our unique bespoke design service.

If you would like to develop your own exclusive range of throws, cushions or fabrics then please contact Natalie to discuss your project. Telephone or email:

**01924 350 070**

natalie.nemes@joshuaellis.co.uk



Manufacturing the finest Cashmere since 1767

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