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Supreen® Performance Woven Upholstery Makes Its Boutique Design New York Debut

Showcasing New Patterns and a Retro-Inspired Soda Shop Experience at Booth #1258

NEW YORK, NY, October 29, 2026 – Supreen®, the sustainable performance woven upholstery fabric featuring innovative liquid-barrier technology, will exhibit for the first time at Boutique Design New York (BDNY), November 8–9, 2026, at the Jacob Javits Convention Center. The leading trade fair and conference brings together boutique hospitality brands and designers with exceptional vendors, insider experiences, and hospitality products.

Supreen invites visitors to booth #1258 to experience the "Supreen Soda Shop," a fun, retro-inspired exhibit featuring an interactive spill station where attendees can put the fabric's liquid barrier and stain-resistance to the test. Visitors can also take home an adorable bag charm of Supreen's signature duck mascot.

Currently available in a variety of piece-dyed and multi-colored textures, Supreen ranges from structured flat wovens to lush deep-textured chenille. Distribution partners Mayer Fabrics and KB Contract will preview new jacquard design capabilities at their booths this year, with KB Contract giving away a heart-shaped bag charm made of Supreen material.

Supreen will also be featured at the booths of its distribution partners, including Fabricut Contract (#1737), Justin David (#1812), KB Contract (#1319), Kravet Contract (#1913), Mayer Fabrics (#513), Momentum (#719), Samelson-Chatelane (#1823), and Wolf Gordon (#555).

Combining the luxurious softness of a woven textile with the durability and protection of a coated material, Supreen is engineered for demanding, high-traffic hospitality environments. Its proprietary PFAS-free silicone technology repels liquids and stains, preventing penetration even after 24 hours. Exceeding contract-grade upholstery standards, Supreen withstands regular cleaning with diluted bleach while maintaining its supple feel and flexibility for upholstery applications, including curved edges, tufting, pleats, and welting.

“We’re excited to make Supreen’s BDNY debut and showcase how its innovative technology, sustainability, and design versatility meet the demands of the hospitality industry,” said Iwan Nassimi, Executive Vice President of Nassimi, makers of Supreen. “Supreen delivers exceptional durability without compromising beauty, softness, and luxurious feel.”

ABOUT Supreen®
Supreen® is a revolutionary performance upholstery material that marries cutting-edge woven and coated technology to create a unique liquid-barrier textile. The result is a hard-working upholstery fabric with a luxurious look and a surprisingly supple hand. Supreen outperforms in the places and spaces where life hits hard, without compromising the environment. Starting with a manufacturing process that removes 99% of invisible contaminants, is PFAS-free, in addition to being Greenhealth and Red List Approved and Prop 65 compliant.

Supreen is available exclusively through the following leading fabric distributors and furniture manufacturers including Anzea Fabrics, Arc-Com, Bode (Singapore), Burch Fabrics, Carnegie Fabrics, CF Stinson, Coral Inc., Designtex, Douglass Fabrics, Fabricut Contract, Fabric Innovations, GMF Fabrics, Instyle (Australia), Justin David Textiles, KB Contract, Knoll Textiles., Kravet, LDI Solutions, Mayer Fabrics, Momentum Textiles, Opuzen Design, Pallas Textiles, Paul Brayton Designs, Reliatex, Samelson-Chatelane, United Fabrics, Woeller Group (Canada)m, Wolf Gordon Inc and Workshop Twenty One.

Learn more at Supreenfabric.com, and follow on Instagram @supreenfabric.

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