

FOR IMMEDIATE RELEASE
DECEMBER 2024



MAYA ROMANOFF LAUNCHES A NEW FABRIC
WALLCOVERING COLLECTION CALLED **COCO CHENILLE™**



*Coco Chenille features a soft, inviting texture,
Available in 10 sophisticated, fashion-forward colorways.*

Skokie, Illinois, December 2, 2024 – Maya Romanoff, the renowned innovator in wallcovering design, proudly unveils [Coco Chenille™](#). Inspired by Coco Chanel’s famous tweed jacket, Coco Chenille fabric wallcovering is the perfect fit for any interior space.

Coco Chenille combines sophisticated and usable colors with the soft, inviting texture of a chenille-like fabric. Beloved for its cozy texture and perfect-for-any-room flexibility, this durable, embossed polyester brings depth and warmth to any space.

“Coco Chenille’s name playfully references the iconic Coco Chanel. With its luxurious texture and elegant color palette, this fabric is truly delightful. It’s a stunning creation from Maya Romanoff.” – Joyce Romanoff, CEO of Maya Romanoff.

Machine-woven with precision, Coco Chenille boasts a stunning 52 inch width and perfect side match, adding depth and texture to every installation. Moreover, Coco Chenille is free of PVC, chlorine, plasticizers, and heavy metals, embodying Maya Romanoff's commitment to sustainability and environmental responsibility. With extremely low VOCs and anti-bacterial properties, Coco Chenille not only elevates interiors but also prioritizes the health and well-being of occupants.

"With Coco Chenille, we've transformed a plush polyester velour fabric by embossing it for enhanced texture. Combining the luxurious appearance of chenille with the durability of polyester, this wallcovering is sure to impress." – David Berkowitz, Executive Vice President, Maya Romanoff

Coco Chenille is available now, offering designers and architects a versatile canvas to elevate any interior space. Discover the timeless allure and unparalleled quality of Coco Chenille.





[About Maya Romanoff](#)

Maya Romanoff is the largest multi-disciplinary manufacturer of handcrafted wallcoverings in the United States. For over 55 years, our artisans have incorporated such materials as glass beads, gold leaf, seashells, and wood with pigments, dyes and more to create extraordinary surfacing materials.

Our wallcoverings are handcrafted in our Chicago studio and in many of our proprietary mills globally. Each product, whether made by hand or machine, is put through Maya Romanoff's rigorous standard for quality, beauty, and innovation, with a guiding mantra, "Make every wall beautiful".

In a crowning achievement of recognition, Maya Romanoff's iconic collections [Flexi Mother of Pearl™](#), [Mother of Pearl Aphrodite™](#), and [Ajiro Fanfare™](#) have been chosen to join the esteemed [permanent collection](#) of the Musée des Arts Décoratifs in the Louvre Palace in Paris. This honor underscores the brand's enduring legacy as a trailblazer in the world of luxury interior design.

Media Inquiries: Lisa Feldman, Director of Marketing, lfeldman@mayaromanoff.com

