

New fabric from American Silk Mills

By Jessica Owen 16 July 2019

American Silk Mills, a textile weaving company based in Hudson, Pennsylvania, US, showcases its latest fabrics this summer. Jessica Owen reports.

This summer, American Silk Mills presented its latest fabrics at the Showtime Market event in High Point, North Carolina. Showtime Market is held twice a year and is hosted by the International Textile Alliance.

The newest of the company's products is called EnduroSilk. This fabric combines the look and feel of silk with the endurance of performance.



Endurosilk is American Silk Mills' latest product

“This new collection was very well received at Showtime,” says Corbin. “People raved about the vibrant colours and sophisticated patterns.”

The collection draws on the brand’s legacy in jockey silks and sailing flags. It’s bleach cleanable, stain-resistant, light-fast up to 1,500 hours and abrasion-resistant up to 30,000 double rubs.

“The collection reinvents the idea of liveable luxury,” he adds.

Another very durable product – abrasion-resistant up to 100,000 double rubs – in American Silk Mills’ range is Sensuede. This fabric is made with recycled fibres and is also noted for being responsibly manufactured.

It is also stain-resistant, machine washable and exceeds industry standards for colourfastness, the company says.



The company's Brussels fabric was first introduced in 1994 and has now been significantly improved

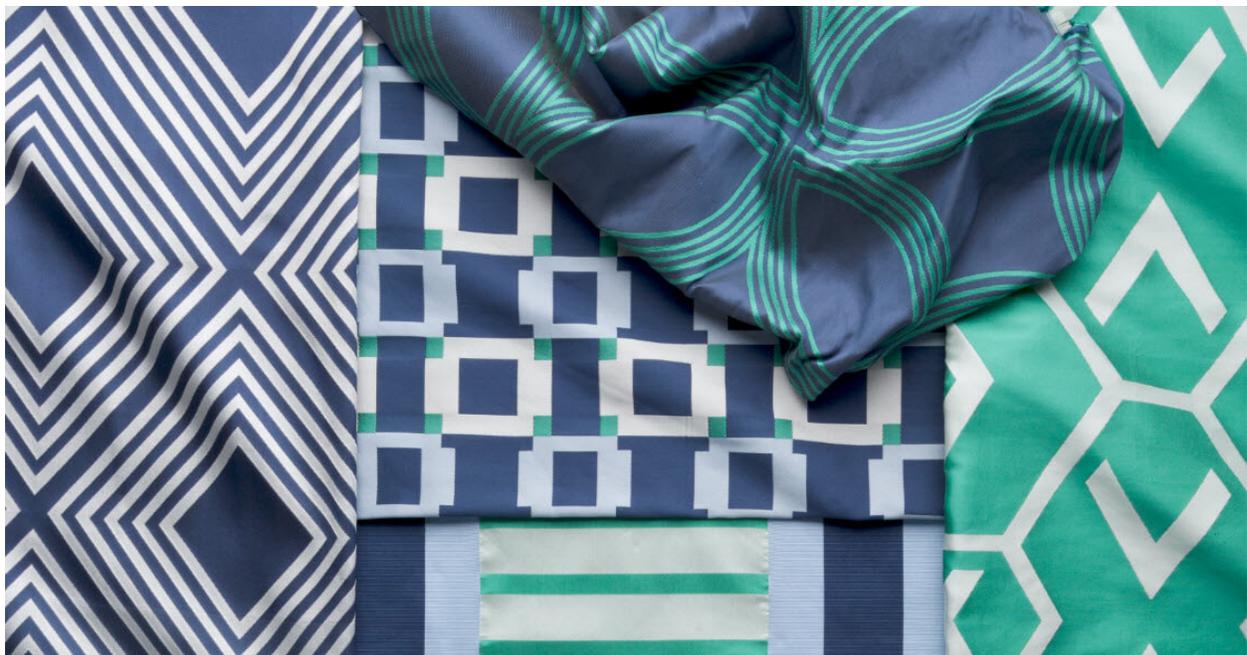
Elsewhere, the brand's Brussels collection is a trademarked luxury velvet. This is not a new product – in fact it was first introduced in 1994.

“Over the years, American Silk Mills has sold more than 2.4 million yards of Brussels velvet to more than 1,100 different customers,” says Corbin.

“As a result of the collaborative efforts with our new mill partner, Brussels velvet is now better than ever. Improvements to Brussels velvet include better quality, excellent abrasion resistance, better value, reduced pricing and all Brussels fabrics exceed the requirements for the most critical flammability tests.”

American Silk Mills spins, dyes and weaves fabrics throughout mills in the US, Europe and India. A large portion of its fabrics are produced at its parent company Sutlej Textiles. Sutlej has three state-of-the-art spinning mills with more than 418,000 yarn spindles.

“Sutlej is the number one producer of mélange yarn in India and it has 25% of India's total capacity of dyed yarn spindles,” says Corbin. “Sutlej's home textiles unit consists of 126 shuttleless looms capable of producing 9.6 million metres per year.”



American Silk Mills was established in 1896 by the Sullivan family

Since being acquired by Sutlej in 2017, the biggest challenge for American Silk Mills is continuing the integration of the two companies.

Corbin says that they want to take American Silk Mills to the next level by building additional synergies with Sutlej, “enhancing our ability to design, create and produce a range of luxury performance fabrics, especially indoor and outdoor fabrics, more cost effectively”.

Established in 1896, American Silk Mills is among the oldest American textile brands. The company was founded by the Sullivan family, which helped build the now 125-year archival textile story.

“Our history spans over seven generations and combines decades of knowledge from associates and family members,” says David Corbin, CEO of America Silk Mills.

The company was acquired by Sutlej Textiles and Industries Limited back in 2017, and the two brands have since been able to combine American Silk Mills’ heritage and design expertise with Sutlej’s state-of-the-art yarn, fabric and finishing technologies “to produce the next generation of innovative luxury textiles”.

American Silk Mills will debut further new collections at Showtime Market in November this year.