

# THE MATERIAL JOURNAL

February, 2020

## STORY OF THE MONTH

### The Must-See Collections!



American Supply is expanding its collection offers to help you with your material research. Our collections are invaluable additions to any discerning Materiotheque and are available in three distinct formats.



#### FASHION

As the womenswear FW2020 season draws to a close in our hometown, we take a look over the last month of fashion shows in the fashion capitals.



#### EVENT

American Supply is pleased to present materials at Material District Rotterdam. The salon takes place from the 23rd to the 25th of June, and is not to be missed for material enthusiasts!

## Featured Materials



#### BAT-LUMINIUM

Process family: Applied / Laminated  
Composition: PVC / Aluminium  
Format: Roll  
Size : 120 cm width  
Thickness: 0,57 mm  
Color: Silver or Gold

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#### GLITTER KHAKI/SAND

Process family: Coated / Projected  
Composition: PVC / Cotton  
Format: Roll  
Size : 147 cm width  
Thickness: 1,50 mm  
Color: Khaki / Sand

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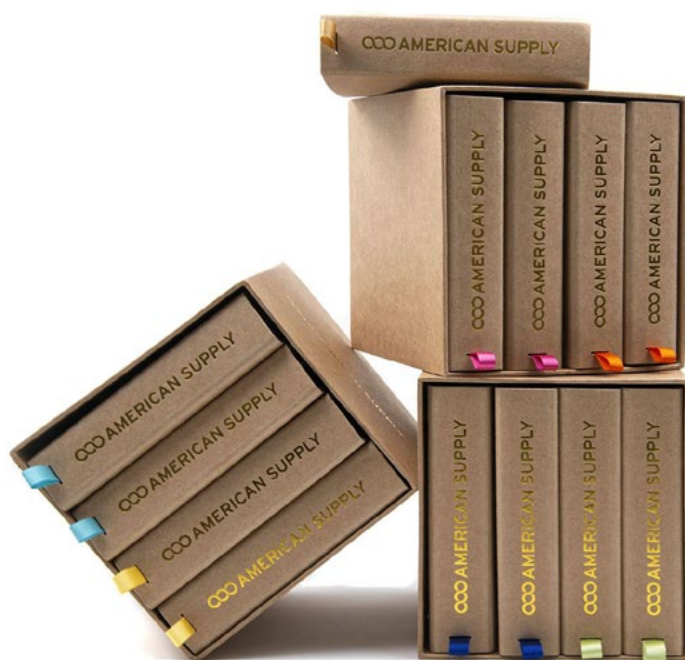
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## The Must-See Collections!

### STORY OF THE MONTH

American Supply is expanding its collection offers to help you with your material research. Our collections are invaluable additions to any discerning Materiotheque and are available in three distinct formats. All the materials come in exclusive American Supply binders, housed in gold embossed American Supply Cubes to keep them in order.



Our first offer is **The Classic Collection**, which segments our iconic materials into their process families – Applied / Laminated, Coated / Projected, Extruded / Calendered, Pressed / Cast, Relief / 3D Effect and Woven / Braided. This makes it easier to discern the varied manufacturing processes behind their creation and aids your imagination to understand the possibilities of combining and transforming them.

**American Supply Classic Collection 600€ with VAT  
(500.00€ excl. VAT)**

*The American Supply Classic Collection is composed of 12 binders in 3 American Supply Cubes, containing 140 materials. Our 6 manufacturing process families are divided into 2 binders each. At the end of the year, in December, a thirteenth binder will be sent with all 12 Material of the Month in a bonus binder of new materials. The American Supply Classic Collection contains 152 materials.*



Our second offer is the new **2020 Annual Collection** which is based around our **Material of The Month** initiative, with complementary materials alongside the creative team's monthly choices. The 2020 Annual collection is released in quarterly instalments and with each instalment, you are invited to enjoy an exclusive breakfast in our studio here in Paris to learn first hand about the materials with our founder and our material experts.

**The 2020 Annual Collection** is composed of 4 binders in one American Supply Cube, using the Material of the Month as its base. You will receive 1 binder each quarter, the first quarter ends March 2020 and the final is in December 2020.

**2020 Annual Collection 300€ with VAT  
(250.00€ excl. VAT)**

*Each binder contains the past three months of Material of the Month and 8 – 10 complementary materials, and new developments, chosen by our creative team. The 2020 Annual Collection contains 50 materials in 4 binders housed in 1 American Supply cube.*





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Our final offer is **The American Supply Full Collection**, combining **The Classic Collection** and **The 2020 Annual Collection** together in a complete package. This option gives you all the tools you need to understand the American Supply materials, and gives you first-hand access to our material research and exclusive breakfasts each quarter where our founder and our material experts will disclose our newest materials and reveal their potential and transformative possibilities.

**American Supply Full Collection 900€ with VAT  
(750.00€ excl. VAT)**

*The American Supply Classic Collection as above – Contains 140 materials and the 2020 Annual Collection containing 50 Materials. A total of 16 binders in 4 American Supply Cubes, with 190 materials.*

[CLICK HERE TO COMPARE THE 3 OFFERS](#)

## FASHION

### She's In Fashion!

#### LONDON



#### MILAN



#### NEW YORK





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## PARIS



## EVENTS

### Material District Rotterdam 2020

American Supply is pleased to present materials at [Material District Rotterdam](#). The salon takes place from the 23rd to the 25th of June, and is one not to be missed for material enthusiasts!

This year's edition will be the biggest yet, with a focus on sustainability in a curated selection of 400 materials from Material District's extensive library for visitors to see, feel and experience first hand. All selected materials fall within one or more of their sustainable themes.

[Material District Rotterdam](#) will show our [Flash-Luminium](#), which is composed of our Rainbow Flash retro-reflective nylon material fused on an aluminium support. [Flash-Luminium](#) is almost black when not activated by light, but once it is activated it becomes a prismatic gradient rainbow-colour. The retroreflection is achieved through light activating micro-glass beads on the nylon surface with a gradient refractive index. Even when not flashed, the dark surface has a subtle rainbow tint.

