

# silks of the world

ROMANTIC, DESIRABLE, LUXURIOUS AND PRECIOUS...

LITTLE WONDER THAT SILK IS THE INSPIRATION BEHIND DULUX'S UNIQUE, BEAUTIFUL AND VIBRANT NEW RANGE OF PAINTS – DESIGNER SILK.

Since its origins in China more than 7000 years ago, silk has been a fabric associated with luxury. Treasured for its rich lustre and smooth texture, silk was at first reserved only for emperors. However, its use gradually spread through all of Asia and beyond. Because of its uniqueness, demand grew. When silk became the currency of international trade, one of the most romantic trade routes in history, the Silk Road, evolved.

The secret of the silkworm spread along the Silk Road. Silk production centres developed throughout Asia and eventually in Europe, each time integrating new elements of culture and geography to create different blends and styles.

Today there are many world-renowned silk production regions. Each produces silk of distinctive textures, depths and colours. There are the smooth, satin silks from the mist-draped mountains of southern China; richly coloured, lighter textured silks of India; fine, lustrous silks from the villages of northern Vietnam; beautiful, exotic, coarser textured silks from the north of Thailand; and the elegantly refined silks from the mountains near Lake Como in Italy.

Drawing inspiration from this most amazing of materials, Dulux has now created its own variety of silk – Designer Silk.

Dulux Designer Silk is an ultra-premium paint that delivers a supersmooth, luxurious, low-sheen finish with outstanding washability. With incredible depth, Designer Silk makes colours come to life like never before, allowing you to capture the essence of the silks of the world in your own living space. And because Designer Silk is created so that stains and marks simply wash away, your luxurious finish will look beautiful for longer.

In the tradition of the silk trade, the secret of the depth and vibrancy of Designer Silk lies in its blend of the finest pigments from around the world. Dulux colour specialists have used these to create the exclusive ChromaMax® Pigment, which gives Designer Silk a depth that no paint has had before. And because of its richness, Designer Silk also covers surfaces better, meaning you need fewer coats to create a luxurious effect to lift your spirit and stir your soul. When it comes to the fabric of your life, choose Dulux Designer Silk and surround yourself in luxury.