
casa
BRANCA
AD COLOREM



AD COLOREM

A rolling launch of new colorways across our most beloved fabrics and wallpapers, *Ad Colorem* borrows its name from the Latin phrase meaning "for the sake of color." A phrase once used for dyeing done purely to achieve a certain hue, it now lends its name to our collection just as devoted to color.

Palampore: Sky & Mushroom

PRINTED LINEN FABRIC

Palampore Repeat: 26”H x 24”V
Stripe Repeat: 40 ⅜”H x 29”V
Petal Repeat: 6 ¾”H x 3”V
Width: 52” - 54"
Content: 100% Linen

Our updated Tree of Life rendition—*Palampore*—owes its relaxed and playful spirit to its simplicity of line and color choices. A perfect representation of the Casa Branca credo: wonderful classics made new for modern living.



Palampore



Palampore Stripe



Palampore Petal





TREE OF LIFE

The Tree of Life is an ancient motif with a long history of use in textiles. In the 18th and 19th centuries, Indian examples from the Coromandel Coast spread through trade, introducing this peaceful, enchanting pattern to the western design tradition.



Bed Cover (Palampore), 18th century, attributed to India, Coromandel Coast, The Metropolitan Museum of Art, 1982.66.



STRIPED ACCENTS

Palampore Stripe and *Petal* were designed with Alessandra's love of the mix in mind. *Stripe* lends itself to pillow accents and flanges, upholstery details, table skirt accents, and drapery edges, while *Petal's* tighter, smaller-scale repeat plays well with both the *Palampore* all-over and *Stripe*.





Bedroom Detail by Neely & Chloe Interiors

FABRIC AS WALLPAPER

Backing fabrics to create wallcoverings brings unmatched texture and warmth that traditional wallpaper cannot replicate. Acrylic backing applies a flexible coating for wallcoverings or upholstery reinforcement, while paper backing adds a strippable layer. Both prevent adhesive bleed-through, reduce stretching and fraying, and enhance stability for easier installation. Paper backing also conceals wall blemishes, insulates, and dampens sound. We offer professional backing services to bring your vision to life





Lino: Rose

WOVEN LINEN FABRIC

Ikat Alfio Repeat: 14"H x 19 ¾"V
Branca Stripe Mini Repeat: 1 ⅕"H
Width: 58"
Content: 100% Linen

Introducing Rose, a new colorway arriving across *Lino*, *Lino Branca Stripe Mini*, and *Lino Ikat Alfio*. Our *Lino* collection fabrics are 100% linen and reversible, the pattern woven through on both sides with the color inverted from one face to the other. The jacquard weave enhances linen's natural sheen, giving the fabric a soft luster as the light changes.



Lino Ikat Alfio



Lino



Lino Branca Stripe Mini



JACQUARD WEAVING

Lino is woven on jacquard looms, where each pattern is built directly into the structure of the cloth, an exacting process that shows in the depth and richness of the finished fabric.



The technique takes its name from Joseph Marie Jacquard, who in 1804 invented a loom attachment that used punched cards to weave intricate patterns automatically. Two centuries later, the technique remains largely the same, and jacquard remains a mark of distinction.





Torino Mohair

FABRIC

Width: 53”
Content: 100% Mohair

Woven in Italy, *Torino Mohair* reflects the country's tradition of pairing rich colors with refined materials in interior furnishings.



Mineral Blue



Blu



Forest



Fawn



Rosewood



Mushroom


EXPLORE TORINO


AT HOME

HISTORY & DURABILITY

Mohair comes from the Angora goat, first raised in the region around present-day Ankara, Turkey, and traded into Europe for centuries before it became a fixture of fine European interiors, favored by the nineteenth century in some of Europe's most formal spaces.

Torino Mohair's lustrous sheen and plush feel are matched with natural strength and durability to form an exquisitely beautiful and practical choice for upholstery and pillows.



MADE IN ITALY - LINO & TORINO

Every yard of our *Lino* collection begins in Northern Italy, historically home to some of the country's finest textile mills, a heritage Alessandra knows well, having been born and raised in Rome. *Torino Mohair* shares that same Italian origin, both fabrics made within a country that has shaped fine interiors for generations, from grand palaces to the sofas and chairs of today. When you specify *Lino* or *Torino Mohair* for a client's home, or your own, you are bringing that history and quality into the room.

Audrey

WALLPAPER

Repeat: 27”H x 26 3/10”V
Width: 27”
Content: Textured Paper

Printed on subtly textured paper with a softness of depth that amplifies the color, *Audrey* envelops the room in florals and vines for a striking visual.



Merano



Blu & Leaf

Audrey

PRINTED LINEN FABRIC

Repeat: 27”H x 26 3/10”V
Width: 54”
Content: 100% Linen

Printed on upholstery-weight linen rather than the traditional glazed cotton, this large-scale pattern is a chintz with a twist.



Salmon & Roman



Sky & Coral




EXPLORE AUDREY



Madagascar

WALLPAPER

Branca Ticking Repeat: 1 ⅜"H
Width: 32 9/10" – 33 1/10"
Content: Paperweave

Our Madagascar collection welcomes new patterns and colorways as part of *Ad Colorem*, pairing crisp prints with a paperweave that captures the natural texture of grasscloth.



Branca Ticking Madagascar



Lodi Stripe Madagascar

Inverso Madagascar

WALLPAPER

Papavero Repeat: 5 7/16"H x 11"V
Foglia Repeat: 33 1/10"H x 45 1/8"V
Content: Paperweave

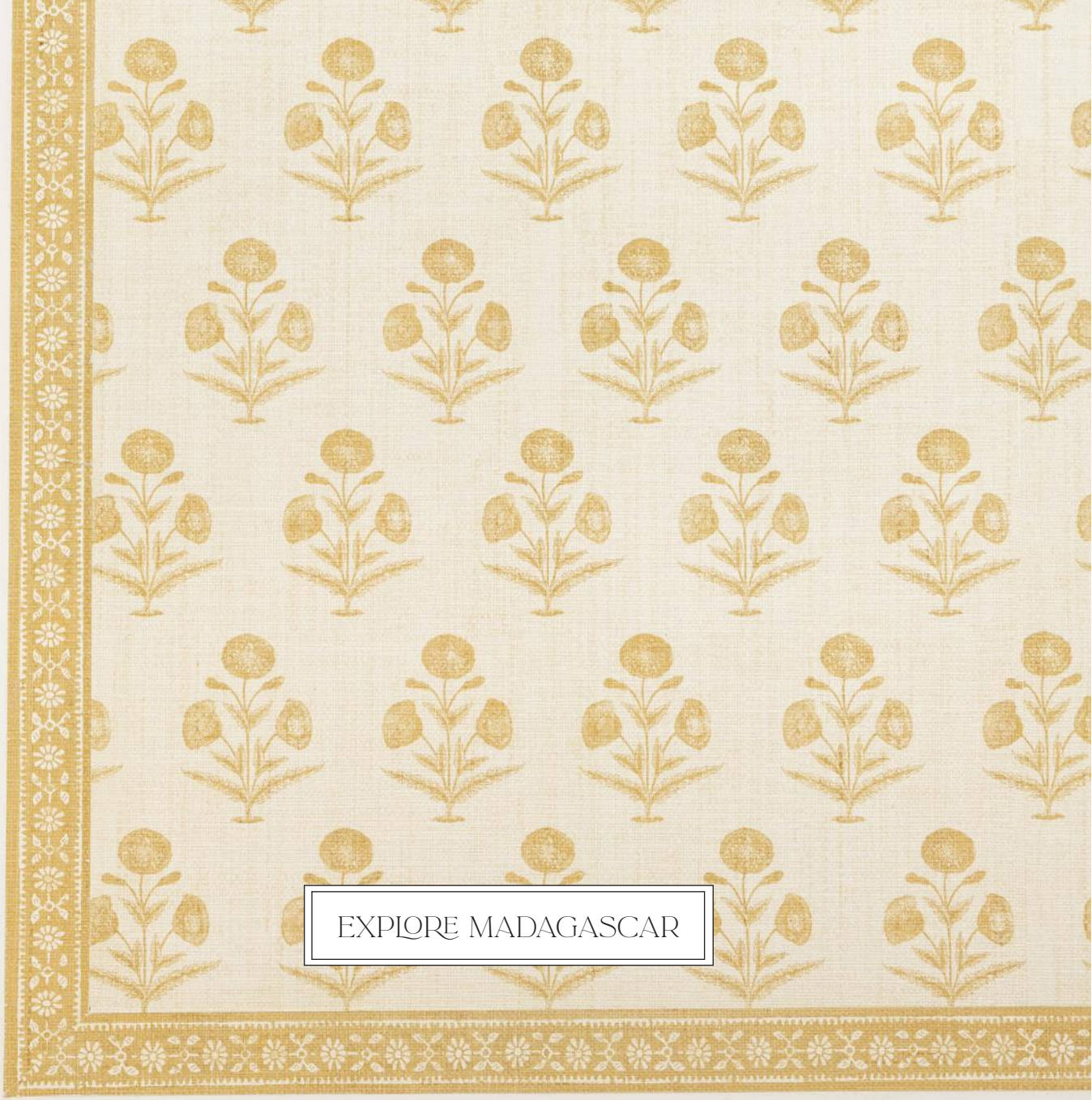


Foglia Inverso Madagascar



Papavero Inverso Madagascar




EXPLORE MADAGASCAR

Lodi Stripe Bahia

WALLPAPER

Repeat: 17”H x 20”V
Width: 34”
Content: Paperweave

Lodi Stripe was designed using antique wood blocks from India, modified to pair naturally with our *Lodi* all-over pattern. Printed on the same sisal-textured paperweave, it carries forward the hand-blocked character in a coordinating stripe, ideal on its own or alongside *Lodi* throughout a room.



Meadow



Sky



Navy



Ivory & Sable

Lodi

PRINTED LINEN FABRIC

Repeat: 17”H x 20”V
Stripe Width: 8 ¼"
Width: 53”
Content: 100% Linen

Lush, textural, and unmistakably classic, *Lodi* draws from the wild serenity of its namesake garden in Delhi. Rendered with 19th-century printmaking techniques that retain the imperfect beauty of a hand-blocked print, we are now offering *Lodi* as a linen fabric with a coordinating stripe along the selvedge for upholstery and drapery details.



Sage



Fog



Aegean



Sable



Madagascar




EXPLORE LODI STRIPE

Giardino Branca Ticking

PERFORMANCE FABRIC

Repeat: 1 ½”H
Width: 55”
Content: 100% Solution-Dyed Acrylic

Since Sister Parish famously popularized classic ticking in the mid-20th century, the stripe has become a design staple, tracing back to a utilitarian 16th-century French fabric once used to cover straw and feather mattresses. Giardino Branca Ticking offers this traditional stripe in a versatile performance fabric, strong enough to withstand years of outdoor use and soft enough to adorn your indoor furniture.



Portuguese



Nero



Branca Red



Moss

DURABILITY

Woven from durable, all-weather 100% solution-dyed acrylic, Giardino is engineered for life lived outdoors—without compromise. Color is locked into the fiber itself: pigments are added to the polymer before it's spun, so hues stay rich and true and resist fading even under intense sun. The same process gives the collection superior resistance to mold and mildew in the most extreme conditions.

Yet it never feels technical. Giardino carries the soft, supple hand of fine interior textiles—as at home on a sofa as on a chaise. It holds its color and strength through years of sun and rain, cleans easily, and moves effortlessly from indoors to out.






EXPLORE GIARDINO

Vimini

PRINTED LINEN FABRIC

Repeat: 5 3/16"H x 6 3/16"V
Width: 51 ½"
Content: 100% Linen

Vimini, or "Wicker" in Italian, is a visual pun on one of our favorite techniques. Organic and undulating in its three-dimensional form, it takes on a graphic quality when applied as a print. Mix it with a floral for effect, or stage it as the backdrop for an otherwise clean and simple interior.



Meadow



Ossido on Tea Stain



Aegean on Tea Stain

WALLPAPER

Repeat: 5 3/16"H x 6 3/16"V
Width: 26"
Content: Clay Coated Paper



Nebbia



Sky





Jodhpur & Quadrato

PRINTED LINEN FABRIC

Our *Jodhpur* is a graphic take on a classic paisley motif, repeated on a small scale to function on upholstery and smaller pieces. Its range of colors complements our florals, stripes, toiles, and other illustrative patterns.

Quadrato's hand-drawn lines soften this concentric square design, rendering it with a wonderful neutral quality.



Jodhpur
Aegean & Meadow on Tea Stain

Repeat: 1 ¼"H x 2 ⅝"V
Width: 52 ¼"
Content: 100% Linen



Quadrato
Aegean

Repeat: 2 ⅞"H x 2 ⅞"V
Width: 51"
Content: 100% Linen

Papavero

PRINTED LINEN FABRIC

Repeat: 6 ½"H x 13"V
Width: 52"
Content: 100% Linen

Based on a Mughal depiction of the poppy, *Papavero* is now available as a supple linen in classic colorways that capture a new essence of this relaxing repeated motif.



Sage



Fog



Aegean



Salmon



Madagascar

Papavero

WALLPAPER & PRINTED LINEN FABRIC

Repeat: 6 ½”H x 13”V
Wallpaper Width: 26”, Content: Clay Coated Paper
Fabric Width: 52”, Content: 100% Linen



Aegean



Pompeian Red

These colorways are also available as a fabric on our new off-white, *Tea Stain* linen.





Showrooms

WEST PALM BEACH | CB ATELIER
2410 Florida Ave
West Palm Beach, FL 33401

PALM BEACH | CB BOUTIQUE
344 Worth Ave
Palm Beach, FL 33480

LOS ANGELES | CASA BRANCA
West Hollywood, CA 90069
By appointment only

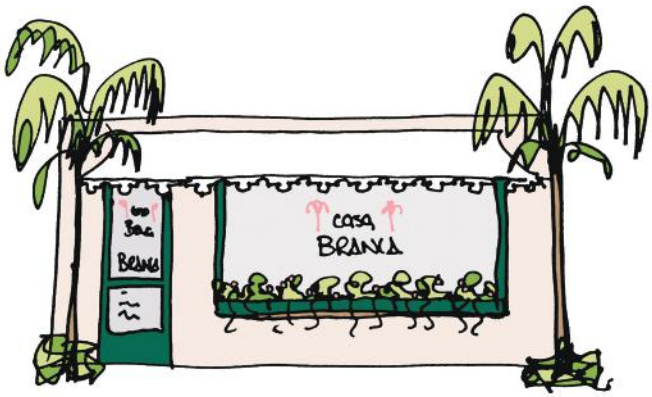
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9 Langton Street, London
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Featuring curated selection of fabrics & wallpapers

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351 Peachtree Hills Ave NE #518
Atlanta, GA 30305

DALLAS | JAMES SHOWROOM
1025 N. Stemmons FWY. #250
Dallas, TX 75207

HOUSTON | JAMES SHOWROOM
5120 Woodway Drive #3029
Houston, TX 77056

NEW YORK | JAMES SHOWROOM
Interior Arts Building, 306 E 61st St.
New York, NY 10065



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Open your camera & point at the code.
A link will prompt you at the top of your screen.

NEXT STEPS:

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- Place reserves or check stock levels by emailing us at ciao@casabranca.com, or call us at 310.844.1186

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