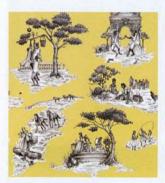


en jour

A countrified fabric gets a big-city revise.



Traditionally depicting pastoral tales, printed cottons called toiles de Jouv have been ready for a more urbane flash. forward for a long time. And four manufacturers, three American and one British, have stepped in to do the job.

Town Toiles in Tampa makes wallpapers and cotton sateens depicting U.S. cities and landmarks, including "San Francisco" (Chinatown, trolleys). Hazelnut New Orleans offers "New Orleans"-a linen-cotton toile bedecked with paddle steamers-to raise funds for disaster relief. Scotland's Timorous Beasties's newfangled linens are more cheeky. "Glasgow" shows the company's hometown enveloped in hallmark fog. Sassier yet is designer Sheila Bridges's satirical "Harlem Toile de Jouy," which features boom boxes amid the architecture.

For Town Toiles, which are priced at \$55 a yard for fabric or \$65 for a single roll of wallpaper, call 813/484-2764. Hazelnut New Orleans is at 504/891-2424; its toile is \$36 a yard. Timorous Beasties products are available to the trade at Holland & Sherry (212/355-6241) or can be ordered through www.timorousbeasties.com. "Harlem Toile de Jouy" is \$178 for a five-yard roll (10-roll minimum); contact info@sheilabridges.com.





Clockwise from top: "San Francisco" by Town Toiles, "Glasgow" and "London" by Timorous Beasties, "New Orleans" by Hazelnut New Orleans, and "Harlem Toile de Jouy" by Sheila Bridges. "Tampa," by Town Toiles, is shown on page 42.

