

FOR IMMEDIATE RELEASE:

Sandra Jordan Unveils Luxurious Prima Alpaca™ Collection of Versatile Home Fabrics, Available Exclusively Through Randolph & Hein

Regal Alpaca, Long Treasured for Its Exquisite Drape and Supreme Softness, Enhances Any Decor

SAN FRANCISCO (January 24, 2006) – Sandra Jordan of Jordan Winery and the Sandra Jordan Collection today announced the debut of her Prima Alpaca™ Collection of luxurious home textiles, available by the yard exclusively through Randolph & Hein. The regal splendor of alpaca shines through in this exquisite line of sumptuous fabrics.

“A native of Peru, I have long cherished the versatility and beauty of alpaca. As luxurious as cashmere, as regal as vicuña and as lustrous as velvet, this amazing fiber enhances any décor,” noted Sandra. “At home, I have upholstered the walls of my living room in a beautiful buttery shade of alpaca that lends richness and warmth. I have also found that there is no greater joy than sinking into a deliciously inviting chair swathed in alpaca. It is the perfect fabric for decorating since it offers remarkable softness, yet is strong enough to withstand the rigors of daily wear.”

Alpaca fabric is woven from the fleece of alpaca animals. First domesticated 10,000 years ago in the Peruvian Andes, these beautiful creatures are still tended by Andean herdsman in their natural environment. The incredibly light yet exceedingly warm alpaca fleece affords efficient thermal protection from the mountains’ icy winds and frigid temperatures.

The first clip of the shearling alpaca, known as baby alpaca, is considered the finest available and is the only grade used for the luxurious textiles and apparel in the

Sandra Jordan Collection. Seven times warmer than wool and far lighter than sheep's fleece, alpacas' unique fibers offer supreme insulation and a soft, silky hand. With a 3,000-year lineage, alpaca has long been the treasure of the Andes, woven into magnificent textiles and lavished upon Incan nobility.

Sandra Jordan's Prima Alpaca™ Collection is available in a spectacular palette of 24 colors, ranging from the deep violet-crimson of "Cabernet" to the velvety soft green of "Cucumber." Inspired by the glorious colors that bloom year-round in Sonoma, California's renowned wine country, the vibrant shades lend themselves to a diverse range of applications. From upholstery and throws to curtains and wall coverings, the manifold uses of this hypoallergenic, natural fabric are limited only by the imagination.

In addition to Prima Alpaca™, Randolph & Hein will carry Sandra Jordan's visually dazzling line of custom-designed Toile de Jouy, woven of the finest Sechura cotton. The classic patterns of Sandra's toiles draw on the rich heritage of fabrics housed in the Musée de la Toile de Jouy in France. Inspired by the rural, historical, mythological, narrative, and oriental themes depicted there as well as the magnificence of Sonoma County, Sandra created designs that evoke the wine country lifestyle. Replete with vivid depictions of plump, ripe clusters of grapes, intricate and almost architectural renderings of leaves and vines, and charming drawings of vintners and vineyard workers, these elegant fabrics are available in four organic colors beautifully offset by a crisp white background. The Sechura cotton fabric itself is of the finest quality, woven from long, thin fibers grown in Perú, which impart both a silky hand and unmatched durability.

Part of the Sandra Jordan Collection, both Prima Alpaca™ and Toile de Jouy are quintessential examples of Sandra's commitment to the marriage of beauty and utility, tradition and timelessness. Sandra's refined style and personal vision of casual elegance reflect her wine country lifestyle, her travels, and her passion for collecting. Her design vision, executed in collaboration with master craftsmen, has produced a rare and authentic blend of timeless beauty and inspired luxury that is relevant today and will be treasured for generations to come. The loving attention to detail is evidenced in the rich texture of embroidery, the subtle glow of hand polished furniture, the delicacies of hand

wrought silver, and the exquisite touch of hand combed alpaca. By cultivating these long held traditions of handmade excellence, Sandra Jordan has created a unique collection in which every element has a story, and every piece is sure to complement and enhance the wine country experience.

Sandra's vision for The Collection is to weave the past, present and future together -- the past by developing modern interpretations of historic designs, ensuring the continuity of old-world craftsmanship; the present by producing functional objects that evoke the wine country lifestyle no matter where the owner lives; the future by creating heirloom designs that can be handed down for generations to come.

A select number of the finest stores across the United States carry items from the Sandra Jordan Collection. For details, visit www.sandrajordan.com or call (707) 836-9240. To purchase Prima Alpaca™ or Sandra's Toile de Jouy, call Randolph & Hein at (415) 864-3550.

The Sandra Jordan Collection is also available at the Red Barn Showroom, located at 9882 Eastside Road in Healdsburg, California. The Showroom is open by appointment only. To arrange a visit, please call (707) 836-9240.

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Editor's Note: Photos and samples of both the Prima Alpaca™ and Sechura cotton Toile de Jouy are available upon request.

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