



**ownsend Leather specializes in pearlized and metallic finished leathers. Our finishing team boasts decades of experience in making the finest color matches in this type of leather which is most commonly known these days as our Taj Cowhide.**



**H**aving tools, resources, and knowledge makes any job easier and we know leather characteristics can sometimes be tricky to make sense of. We hope these periodic Bulletins provide you with a bit of useful info you can put to use when proposing leather to your clients. This edition will focus on the unique properties of our ever popular Taj Product.

**A**fter reading, let us know if you have any more questions or if there are any leather-related topics you want us to cover in the future by contacting a Townsend Leather Partner directly or by emailing us at [info@townsendleather.com](mailto:info@townsendleather.com)

### What is Taj Cowhide?

**T**aj Cowhide is our best grade of premium cowhide with a lustrous pearlescent or sparking metallic finish that highlights the smooth, natural grain of this selected hide.



### How is Taj Cowhide similar to and different from Classic Cowhide?

**J**ust like Classic Cowhide, Taj Cowhide is made only using the most select and prized European cowhides, large and very clean. They are aniline dyed and lightly finished, protected leathers; durable enough for recommendation for moderate to high

## WHAT'S NEW ON THE BLOG...

Townsend just recently finished up a fun project, which we called our *For the LOVE of Leather Series*. Each day of February we explored a different reason to love leather. You can see the daily posts at our blog **TOWNSEND LEATHER BLOG** <http://www.townsendleather.com/blog>

**OR SEE THE WHOLE COMPILATION HERE FOR THE LOVE OF LEATHER SERIES** <http://www.townsendleather.com/2014/lifestyle/for-the-love-of-leather-complete-series>



traffic applications. The protective finish applied to both Classic and Taj will help resist staining and color fade in natural light.

The major difference between Taj and Classic is that Taj has an additional pearlized topcoat, resulting in a higher sheen. The pearl effect is applied to the hides by machine; it does not flake off over time as the application is permanent and there is an additional protective topcoat sprayed on top as well.

### **What are the characteristics of Taj Cowhide that should be understood when selecting this product?**

Because of the sheen inherent with pearlized/metallic leathers, fat wrinkles and other natural defects are accentuated. The luster actually makes these natural characteristics more apparent in these hides than they would be in a duller or matte finish leather.

It should also be noted that fat wrinkles and other natural markings show more apparently in darker colors



TAJ COWHIDE FLEECE TJ-628 IS FEATURED ON SHOWROOM CHAIRS



TAJ COWHIDE SUNGLOW TJ-526 IS SHOWN HERE ON A STYLISH CHAIR FOR A RESIDENTIAL APPLICATION



TAJ COWHIDE MILKY WHITE TJ-407 WAS USED ON THE HEADBOARD AND FOOTBOARD IN THE PRIVATE SUITES IN THE TAJ PIERRE HOTEL IN NEW YORK CITY

of Taj Cowhide than in lighter colors. Colors starting at deep orange and darker are considered “dark colors” and so there should be an expectation that these colors, especially very dark colors like blue and black, will show more natural characteristics

than lighter colors. When specifying darker colors in Taj, this should be taken into consideration in light of your clients' expectations.

### **Why is this leather called “Taj” anyway?**

The 48 standard colors of our Taj colorway were inspired by the legacy of the Taj Mahal in India. Our pearlized white color represents the structural triumph itself, the white marble mausoleum still standing on the banks of the Jumna River, built by Emperor Shah Jahan in memory of his late wife in the 1600's. Our pearlized black color commemorates the black marble monument the Emperor wished to build for his own burial. The golds, silvers, and jewel-toned colors of this collection honor the artisans who labored to create this architectural masterpiece and decorated the interior with gemstones in their elaborate and intricate design work.





CUSTOM COLORED TAJ COWHIDE LEATHERS SHOWN ON THE SEATS OF AN AIRCRAFT DESIGNED BY STUDIO E/MOTIONS AND COMPLETED BY AMAC AEROSPACE



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Today, our archives feature hundreds of custom options of Taj Cowhide we've made over the years; and if you don't find the exact Taj color you're looking for in our sample library, a custom color can be developed.

### Who uses Taj Cowhide?

Taj Cowhide has transcended time and trends and cultural preferences. It is well received and desired across markets. For more than 25 years, we have been making this type of leather for various upholstery applications, on

corporate and head-of-state aircraft, in private homes, on yachts & cruise ships, and in hotels, casinos, and restaurants around the world. Taj Cowhide has enduring popularity, with its subtle yet timeless and beautiful shimmer that adds sophistication and glamour to any design.



## BIMONTHLY BULLETIN

TOPIC: EXPLORING TAJ