DreamSofa Outlines the Textile Metrics Trade Buyers Use to Select Upholstery Fabric

BEVERLY HILLS, CA, UNITED STATES, September 22, 2026 / EINPresswire.com/ -- DreamSofa has outlined the criteria that interior designers, hospitality specifiers and other trade buyers apply when selecting upholstery fabric — a set of measurable textile properties that the Los Angeles–based custom manufacturer says differs markedly from how most homeowners choose a fabric. Consumers, the company notes, tend to select upholstery by color and first impression of softness, while trade buyers read a fabric's specification the way they would read a material data sheet.



Dreamsofa



Landon Modulars.

The difference reflects context. A designer specifying seating for a busy household, a rental property or a commercial interior is choosing a fabric that has to perform over years of heavy use, and the decision is documented and defensible rather than instinctive. According to DreamSofa, the metrics that guide those decisions are largely invisible to the average shopper but are printed on the technical spec sheets trade buyers request as a matter of routine.

Chief among them is abrasion resistance, commonly measured by a Wyzenbeek double-rub count, which estimates how much rubbing a fabric withstands before showing wear. Trade buyers also examine fiber composition by percentage, because the blend of materials affects durability, feel and cleanability; weave density, because a tighter weave resists wear and liquid

penetration; and cleanability codes, which indicate how a fabric can be safely cleaned. For fabrics with liquid-repellent properties, specifiers may look at how a droplet behaves on the surface — whether it beads and can be wiped away or soaks in.

"A homeowner asks whether they like how a fabric looks, which is a completely reasonable question," a DreamSofa spokesperson said. "A trade buyer asks a different one: how many double rubs, what the fiber content is, how it cleans, how it behaves under a spill. Those are answerable with data, and specifying to that data is how you avoid putting a delicate fabric somewhere it will fail within a year."

Much of the trade conversation now centers on performance fabrics, which were originally developed for demanding settings such as marine, hospitality and healthcare environments before moving into residential use. These textiles are typically built from synthetic fibers and achieve stain and abrasion resistance through tight, fiber-level construction. DreamSofa says its performance range comprises more than 250 textiles that it describes as PFAS-free and low-VOC, and that it pursues stain resistance through weave and fiber construction rather than added chemical coatings.

The materials question has taken on a regulatory dimension that trade buyers increasingly track. A number of U.S. states have moved to restrict per- and polyfluoroalkyl substances, known as PFAS, in various consumer products, including some textiles. DreamSofa notes that specifiers are weighing not only how a fabric performs but whether its chemistry will remain compliant and resaleable as rules tighten — a consideration that has pushed interest toward fabrics that meet performance benchmarks without legacy treatments.

Matching a textile to its use is the practical goal. A high-traffic family room, a household with pets, or a light-colored piece that will show soil calls for different fabric choices than a formal, low-use setting. DreamSofa is candid that the trade-offs run in both directions: natural fibers such as linen and velvet offer a hand-feel and patina that many buyers prefer but are generally less stain-resistant, while performance weaves resist mess but have historically been associated with a more synthetic feel — a gap the company says modern textiles have narrowed but not always closed. There is, it says, no single best fabric, only a fabric suited to a particular use.

"The skill is not finding the toughest fabric or the softest fabric; it is matching the textile to how the room is actually lived in," the spokesperson said. "Sometimes that points to a rugged performance weave, and sometimes it points to a natural fiber the client will baby a little. The metrics tell you what a fabric can take. The use tells you what it needs to take."

DreamSofa says data cannot fully replace the physical experience of a textile, which is why it lets buyers preview fabrics in their own room lighting through its DreamStudio configurator and provides free swatches to confirm hand-feel before an order is placed. It frames the spec sheet as the way to narrow the field and rule out mismatches, with the swatch settling the questions a number cannot answer. The company adds that consumer awareness of these textile metrics

appears to be rising, narrowing some of the gap between how trade buyers and homeowners approach fabric selection.

About DreamSofa — DreamSofa is a Los Angeles–based custom furniture manufacturer specializing in made-to-order modular sofas, sectionals and sleeper sofas built in the United States. Its customization framework, DreamCustom, lets buyers specify style, size, fabric and finishing details, with pieces manufactured to the inch through its FlexForm sizing system. The company's tools and programs include DreamStudio, a 3D and augmented-reality room configurator; DreamModular, a tool-free reconfigurable seating system; DreamSleeper, a sleeper-sofa system engineered without a conventional support bar; and DesignXChange, a program for swapping covers and inserts. Products are offered with white-glove delivery, a 100-day trial and a lifetime frame warranty. More information is available at dreamsofa.com.

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