

# Casual Living®

JULY 2007 VOL 47 NO 7

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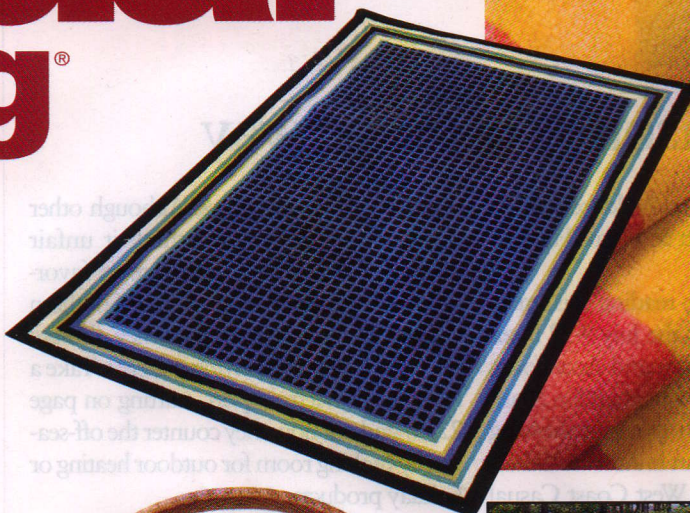
Consumer spending on outdoor furniture projected to grow 27.5% by 2011.

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### Devereaux Sling Collection

Design Excellence Award winner Devereaux Sling is raising the bar in quality and fashion for today's consumer. Featuring wide aluminum extrusions, combined with multiple distinctive cast elements and extreme comfort, makes Devereaux a consumer's choice in outdoor furniture. Available in deep seating for maximum comfort, Devereaux sets the standard.

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## Fabric companies make fashion-forward introductions



New introductions include, top to bottom, South Beach from Perennials Outdoor Fabrics' Galbraith & Paul Collection; Crypton's Lush Life Collection for Silver State which includes Casanova and Esquire, both in Trans Atlantic; Tres Joe for Silver State and La Primavera by Chella.

FOLLOWING THE Showtime fabric event, held in High Point, N.C., June 3-6, several fabric companies announced new performance fabric collections.

Perennials Outdoor Fabrics has launched its Performance and Beauty Campaign to bring awareness to its investment in advanced technological textile manufacturing processes. The campaign includes a series of ads and a Web-based feature, From Fiber to Finish, which chronicles how Perennials fabrics are made.

Perennials also recently launched a series of outdoor fabrics from the Galbraith & Paul Collection, including Key West, South Beach and Fire Island. The collection features bold, nature-themed graphics interpreted with a painterly style, designed to mix with traditional and contemporary styles.

Silver State debuted Tres Joe, the latest collection from designer Joe Ruggiero exclusively for the company.

Inspired by five design trends stemming from New England traditional, 1930s Hollywood menswear, the English countryside, Asian, to whimsical cottage brights, the Sunbrella line is all-inclusive.

The collection has an updated color palette with 23 new patterns and 75 SKUs.

Also introduced from Silver State is Lush Life, the latest Crypton collection designed by Kate Korten. The line incorporates oversized graphic motifs, textured boucles and opulent patterns with yarn-dyed stripes.

Chella has taken its cue from interior design with the debut of a woven stripe collection of performance fabrics.

"Stripes are classic, but they can still surprise and delight," said Scott Bodenner, designer for Chella Textiles. "And we delight in imbuing every one of our stripes with charm and personality."

The line includes Click Track, a chenille woven with canvas duck cloth, and Satin Ribbon Stripe, a two-tone 3.5-inch wide stunner with rich, saturated color. Finishing the collection is Bermuda Stripe, Jamaican Stripe, Montecatini Stripe and Tahitian Stripe.

Three additional collections debuted this spring, designed to coordinate with existing solids in Chella's line. The first, Scroll Moderne, is a graceful jacquard scroll on canvas sateen, accented with chenille and woven in a tonal stripe. Coco Tweed combines chenille and boucle and is offered in a palette of lively brights, rich, dark tones and raffia, a creamy neutral. Distinctive overlapping rings found in malachite inspired the third collection, Spiral Matelasse, made in the centuries-old tradition of stuffed-work quilting. The construction results in a cushiony fabric perfect for the outdoors. The line is available in 14 colors.

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