

# Pride Family Brands | CASTELLE

**NOW** Product Focus Casual/Outdoor

## Trends In Outdoor Style *By Laurie Rudd*

Discovering an individual style for outdoor spaces has become one of today's top trends in home decorating. The following are a few of the latest tips and trends in the casual furnishings category that could prove handy when assisting consumers in creating their personal outdoor décor.



*Casual Deep Seating—Pride Family Brands*

### Casual Style—Luxury Design Trends.

Design options being introduced for spring 2013 span over-the-top sculptural wicker to intricate cast aluminum. Whatever the motif, one trend that has grown in 2012 is luxury, in style and in construction. "We are seeing a trend toward the higher end products," said Rory Rehmerl, vice president of sales and marketing, Pride Family Brands, cast aluminum casual furniture manufacturer, Hollywood, FL. "Among our 10 top selling collections this season, two are from our premium lines and carry some of our highest price points. We see this as an indication of consumers returning to investing in their outdoor spaces."

### Pulling it Together—Accessory Trends.

A trend that does not see any signs of slowing down is the addition of unique accessories entering the outdoor marketplace with each season. Today, outdoor durability extends to lighting, art, rugs, sound systems and more. "Table or floor lamps are a popular outdoor accessory with weather resistant components and a diversity of designs from traditional to contemporary," said Douglas Orians, vice president sales and marketing, Patio Living Concepts, Linn, MO. "Energy efficient LED lighting options also are being introduced with remote control color-changing capabilities to highlight outdoor entertainment and overall ambiance."



*Patio Living Concepts*

### Durable Décor—Indoor-Outdoor Trends.

The investment in outdoor furnishings is possible due to the category's ongoing innovation focused on durability and lasting qualities. Ease of care along with fade, stain and overall weather resistant capabilities are now being seen as a growing trend for interiors as well. Hospitality venues are leading this movement with efforts to incorporate furnishings built for the out-of-doors into interior designs. Greater emphasis is also being placed on a flow-through style trend with a coordination of indoor furnishings spilling forth seamlessly to the outdoors.



*Designer Marcia Blake incorporates accessories into a Pride Family Brands outdoor setting*

### Fashion Forward—Fabric Trends.

Fashion today is an integral part of outdoor décor with the advances in outdoor textiles. No longer, however, is fabric coloration alone in determining a fresco fashion statements. The latest fabric trends include extreme textural weaves to the soft beauty of outdoor leathers. Additionally, the fabric selection process and the use of design consultants by outdoor furnishing manufacturers is a fast growing trend. "Manufacturers are realizing the potential fabrics provide in not only completing looks but in presenting a company's overall fashion image and design philosophy," said Marcia Blake, president and creative director, Outdoor Interiors, a full service design firm, Laguna Niguel, CA.

With the excitement, innovation and growing interest in outdoor décor, the trends and opportunities to be found within this segment are anything but casual. **NOW**

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