



THE OUTDOOR ROOM

Exterior Living Spaces Offer Opportunities

By CINDY HODNETT

Designers looking for new business opportunities might want to turn their attention to the great outdoors. According to Steve Lowsky, CEO of Pride Family Brands, headquartered in Ft. Lauderdale, Fla., consumers

are projected to spend an average of \$11,000 on outdoor furnishings, accessories, lighting and grills this year, with the cost of outdoor furniture expected to grow by 37% over 2014 and the cost of outdoor accessories rising 82%, expense amounts that underscore a consumer need for professional design expertise.

"As more and more homeowners look to create outdoor rooms, the potential for designers

DESIGN TODAY | 65

segment. Pride has also expanded the product line to offer designers more options for their clients.

"We have been able to expand upon our design emphasis to include styles and features that are perfectly positioned for high end design clientele," Lowsky said. "Included are contemporary designs with sleek lines and metallic finishes to appeal to affluent home owners, as well as modern furnishing styles including sec-

tionals that offer clean looks and diverse space planning with multi-configurations.

"It is understood that those spending the most money on their outdoor spaces typically are customers suited for using design professionals," he said. "As 63% of designer projects include COM or special order fabric, Pride is a natural fit. We are able to accommodate designers with products crafted one at a time and not in container loads." ■



Belle Epoque sling dining set

DESIGN TODAY | 67

Pride Family Brands Design Today, Vol. VI. Spring 2016

to expand their businesses beyond the interiors of homes into the outdoor spaces is growing equally," Lowsky said. "Research shows that designers are finding that clients are looking to draw all interior activities to outdoor spaces and will be requiring the furnishings and accessories for making this possible. Anyone not recognizing the potential of this will miss out on considerable business."



Steve Lowsky

upwards of \$25,000 to create the outdoor oasis with an additional \$12,000 to \$15,000 for furnishings for multiple rooms in the outdoor spaces. With such expense and the expanse of multiple rooms, the use of interior and exterior designers to make the correct decisions is growing and therefore the potential for future growth is there as well."

Along with outdoor furniture expertise, designers can assist clients with landscape and architectural elements, Lowsky said. He added that technology is another potential growth category for designers with 77% of homes planning to incorporate technology including lighting, audio, and theater systems into outdoor designs.

"Embracing outdoor living is a natural flow for professionals already creating in the outdoors," he said. "The average budget in this area can be

Pride Family Brands is working with designers on multiple scales including individual residential, commercial or hospitality projects. The company offers discounted retail pricing at different levels, as well as incentives for stocking design showrooms and galleries. The company's designer division has become a member of the American Society of Interior Designers national organization, and Lowsky said that greater emphasis has been made on design trade show venues, including showrooms and seminars to educate professionals on the outdoor



66 | DESIGN TODAY

Park Place