

Pride Family Brands | CASTELLE



Outdoor rooms continue to grow in popularity as the line between interior and exterior living blurs. Pictured: Castelle Jakarta Deep

OUT IS IN

By Laurie Ruld

Opportunities worth checking out abound for retailers looking to capture a piece of the over five billion dollar industry focused on furnishings for outdoor spaces.

Creating outdoor rooms and decorating outdoor spaces with furnishings built for the out-of-doors actually has been around for decades. However, today this popular consumer trend has reached a level of sophistication beyond anything consumers or retailers could have imagined. Estimated at over 5 billion dollars in retail sales, the casual marketplace offers a prime opportunity for traditional furnishings retailers. "Traditional furniture stores are benefitting through the introduction of casual furnishings not only with individual sales; but also as they are able to provide a complete living experience," said Tami Newton, sales and marketing manager for wicker / rattan designer and manufacturer, Palm Springs Rattan and Garden Classics, Largo, Fla. As the line between interior and exterior living continues to blur; those retailers that embrace this concept could find themselves emerging as the destination for the total home.

