PRESS RELEASE

Sunbrella Launches Sunbrella Interiors: Performance Never Felt So Soft

Introducing a new sub-brand designed to bring Sunbrella's trusted performance indoors

BURLINGTON, N.C. (September 24, 2025) — Sunbrella, the global leader in performance fabrics, today announced the launch of **Sunbrella Interiors**, a new sub-brand dedicated to elevating the design, comfort, and durability of fabrics and products for interior spaces. Debuting at High Point Market this October, Sunbrella Interiors offers fabrics created specifically for the home, weaving trusted performance with luxurious textures and lasting style.

The portfolio features plush chenilles, refined bouclés and other soft, textural fabrics, as well as products including window treatments, throws, and more — all designed to elevate everyday living. Each reflects the latest innovations from Sunbrella's vertically integrated manufacturing process, including advancements at its North Carolina-based novelty yarn plant that deliver new levels of softness and sophistication. Every fabric and product is stain-resistant, easy to clean, and engineered to last — qualities that have long defined the Sunbrella name.

Sunbrella Interiors will debut at High Point Market, Oct. 25-29, with an immersive experience on the Showplace Walkway fully dedicated to indoor applications.

"Consumers and the trade have always trusted Sunbrella for its durability and cleanability," said Suzie Roberts, Vice President and General Manager of Furnishings at Sunbrella. "With

Sunbrella Interiors, we're bringing that same uncompromising performance indoors, now paired with the comfort and style people want inside their homes."

Recent research further reinforced the opportunity: Sunbrella is more widely recognized than its leading competitors for attributes like quality, comfort and style. In testing, participants were pleasantly surprised to learn that the ultra-soft fabrics they loved were Sunbrella — underscoring demand for a brand they already trust, now reimagined for interiors.

Following this introduction to the trade, Sunbrella Interiors will be available at retailers in 2026. The brand is investing in a full-scale program including sampling, signage, point-of-purchase displays, training resources, and consumer-facing marketing across print, streaming, digital, and events.

About Sunbrella

For over 60 years, Sunbrella has continued to revolutionize the way the world thinks about how textiles look, feel and perform. Crafted by a global design team, Sunbrella products use proprietary technology to give consumers, designers and architects the materials they need to create extraordinary long-lasting spaces. Whether it's indoor and outdoor, home or commercial furnishings, marine, shade, window treatments or lifestyle products, Sunbrella textiles and products are woven to enable the everyday moments of a life well-lived.

As the performance fabric pioneer since 1961, Sunbrella is available worldwide and is proudly manufactured by North Carolina-based Glen Raven Inc., which has been family-owned for more than 140 years. Glen Raven's operations include five U.S. manufacturing facilities as well as production sites in Europe and Asia to support global customers. For more information about Sunbrella, including inspiration, fabrics, products and where to buy, visit sunbrella.com and follow Sunbrella on Facebook, Instagram, Pinterest and X (Twitter) at @Sunbrella.

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