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For Immediate Release

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**Joe Ruggiero Sunbrella® Fabrics for December Showtime
Inspired By American Classics**

From Colonial America to 1970s Apparel, Emphasis on ‘Made In America’

While Joe Ruggiero is revered for translating European and Asian cultures into compelling home furnishings for the North American marketplace, his emphasis for December Showtime in High Point will be on “made in America.” From hand stitching and quilt making in the Colonial era to colorful apparel from the 1970s, visitors to Glen Raven’s showroom will discover new Sunbrella® fabrics that continue to push the limits of design aesthetics for performance fabrics.

“During my travels across the country, we have found that retailers are really gravitating toward products that are inspired by American culture and made in the USA,” Ruggiero said. “It’s important that we never lose sight of the classic American heritage whether it’s great architecture or menswear from design icons such as Bill Blass. These are themes that define the classic American look and are now captured in our new Sunbrella fabrics.”

Ruggiero’s Sunbrella fabrics debuting during Showtime on Dec. 2-5 are comprised of four groups – **Hand Woven, New York Geometrics, Native American** and **American Quilts**. The new fabrics emphasize deep color ways and rich textural

effects throughout, which are the result of a collaboration among Ruggiero, the Sunbrella fabrics design team and the Glen Raven Anderson, S.C., Sunbrella manufacturing center.

The sophistication of Sunbrella design and manufacturing technology is best illustrated in the **Hand Woven** group, which authentically mimics the effects of stitching and weaving by hand. Leading this group is the pattern **Britches**, a striped pattern that looks as if the threads were placed by hand. Color ways are Beach, Pool, Berry and Clay Pot.

Also in the Hand Woven group are **Loomed**, **Zoot** and **Terra**. The pattern Loomed in the colors Gravel, Celadon, Earth, Parfait and Desert has an artsy, raw linen look in a striped effect. Loomed would be right at home at a fine crafts fair.

Zoot, on the other hand, is a stripe of a different sort, created by the confluence of yarns that appear to bleed into one another. This pattern offers all of the appeal of a solid, such as Ruggiero's extremely popular Trax pattern, but with a punch of color that includes options in Beach, Dusk, Sunset and Coffee.

A third pattern in the Hand Woven group, **Terra**, is expected to be a showstopper with a hand-woven texture that is reminiscent of Bauhaus design. Again inspired by hand weaving, Terra offers a contemporary vibe in an extensive color line of Pebble, Dusk, Lichen, Latte, Barley, Granite, Soot and Sunset.

As its name implies, the **New York Geometrics** group is comprised of geometric shapes, this time based on squares within squares popular in home décor and apparel of the 1970s. Leading this group is the pattern **Savvy**, which offers a youthful look in the colors of Coffee, Sunset, Dusk, Lichen and Sand. Adding depth to the group is the pattern **Graduation**, which Ruggiero first introduced several years ago. Look for Graduation to re-emerge in the same color ways as Savvy.

The **Native American Group** was inspired by the looks of the Southwest, but with variations on traditional colorations. The pattern **Jax** borrows its look from handmade blankets with heavy textural effects in fashion forward colors of Sunset, Pool, Meringue, Azure, Ember and Dusk. A complementing pattern is **Capistrano**, named after the iconic mission in California. This pattern is an ikat design with a hand woven look in the colors of Beach, Pool, Berry and Sunset.

American Quilts is the fourth group making its debut in the Ruggiero Sunbrella collection at Showtime. The inspiration for these fabrics was colonial times when early American settlers incorporated candle wicks into handmade fabrics, creating the effects of embroidered French knots found in the finest fabrics of the day.

Willis is the standout pattern in this group, representing one of the most complex fabrics yet to join the Ruggiero collection for Sunbrella. With all of the sophistication of an antique textile, Willis has the look of fabrics that you might find in the Smithsonian as an early example of the finest quilters' art. It's a very traditional pattern in every way, yet offered in contemporary colors of Pebble, Granite, Meringue, Azure, Turquoise and Sunset.

"We are continuing to make great strides in our Sunbrella fabric designs, yet remaining highly attainable by most American families," Ruggiero said. "The fact that these are performance fabrics – fade resistant, cleanable with bleach – is simply a wonderful gift to the purchaser."

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About Joe Ruggiero

Joseph Ruggiero & Associates, Inc. is a multi-media home design and television production company based in Los Angeles. In addition to his Sunbrella fabrics collection, Ruggiero also designs upholstery for Miles Talbott, casual furniture for Terra, wood furniture for Gat Creek (American made with wood from sustainable forests), decorative trims for Phoenix and bedding and drapery for Casa Fiora. On the web at www.joeruggiero.com.

About Sunbrella Fabrics

Introduced in 1961, Sunbrella revolutionized the way the world thinks about how beautiful fabrics look, feel and perform. The Sunbrella brand is the leading premium fabric choice for awning, marine and furniture manufacturers, offering legendary durability, fade resistance and ease of cleaning. Furniture fabrics from Sunbrella are continually advancing in design sophistication and comfort, resulting in applications both outside and inside the home for coordinated décor. Sunbrella fabrics have been certified by GreenGuard, an international standard, for contributing to indoor air quality.

Sunbrella fabrics are manufactured and marketed by Glen Raven, a 132-year-old family-owned company based in North Carolina with operations worldwide. For more information on the Sunbrella brand, including fabric resources, visit www.sunbrella.com.