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## SUNBRELLA® BRINGS GLOBAL DESIGN TO HIGH POINT

The Legendary Performance Fabric Returns to InterHall with a Living Room Inspired by the Architecture and Color Palettes of Puglia, Italy

Globally-inspired designs, colors and textures are set to take center stage in the form of luxurious upholstery textiles at High Point Market as Glen Raven Custom Fabrics returns to InterHall to showcase Sunbrella® design and performance. The design team transforms booth IH204 into a sophisticated, Italian-inspired living room April 22-26.

The booth concept was derived from the new Sunbrella advertising campaign which features photography from Puglia, Italy, known for its whitewashed, 16<sup>th</sup> century architecture.

"While we can't bring market attendees to Italy, we thought we'd bring a little bit of Italian design to High Point," said Greg Rosendale, market manager, residential furniture fabrics for Glen Raven. "We are honored to be in InterHall for the second consecutive market, sharing the curated lifestyle that inspired us to push the limits of interior design."

From the signature archways to the tile floors, the living room is softened with plush, textural fabrics on the sofa, ottoman, and chairs, as well as through drapery, decorative pillows and throws.

The soft, yet impactful color palette is inspired by Piero della Francesca paintings – deep burgundy and soft rose mixed with jewel-toned blues and terracotta. Upholstery techniques are the hidden gem of the design, showcasing unique quilting methods and decorative pillows utilizing cut and layered fabrics. Guests are invited to lounge on the furnishings featuring soft and luxurious Sunbrella fabrics as they absorb inspiration from the booth's décor.



“For residential textiles, style and comfort are paramount,” said Rosendale. “Not only do Sunbrella fabrics feature beautiful designs, they also provide legendary performance, making them the best choice for interior spaces.”

Like all Sunbrella fabrics, the high-design textiles featured at High Point are easy to care for, fade proof and bleach cleanable.

Home to the most sophisticated, designer-friendly resources, InterHall offers a curated collection of prominent brands from around the world, including Sunbrella. Guests to IH204 can pick up a Décor Guide that sources the textiles and furnishings used in the space, as well as obtain fabric samples on-site and meet with representatives from the company.

For more information about Sunbrella upholstery fabrics, visit IH204 during High Point Market or explore the full collection at [sunbrella.com](https://www.sunbrella.com).

## ABOUT SUNBRELLA FABRICS

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Sunbrella has revolutionized the way the world thinks about how beautiful fabrics look, feel and perform. With an inspired palette of colors, styles and textures, premium Sunbrella fabric gives consumers, designers and architects the material they need to create the extraordinary in marine, shade, indoor upholstery, outdoor upholstery, commercial and contract applications.

Versatile in style and function, Sunbrella fabrics create welcoming spaces indoors and out, offering durability, fade resistance and ease of cleaning. They also offer peace of mind; Sunbrella fabrics have achieved GREENGUARD GOLD certification as contributing to healthy indoor air quality.

Introduced in 1961, Sunbrella fabrics are manufactured and marketed by Glen Raven, Inc., a 135-year-old family-owned company based in North Carolina with operations worldwide. For more information on Sunbrella, including inspiration, fabric collections and where to buy, visit [sunbrella.com](https://www.sunbrella.com).