

## RICHARD FRINIER WINS PLATINUM ADEX AWARD FOR SEASIDE COLLECTION OF SUNBRELLA® FABRICS

Coastal Destinations Around the World Inspired Award-Winning Collection

Renowned designer Richard Frinier was honored with a Platinum award in this year's ADEX awards competition, an industry recognition of design and product innovation, for his Seaside Collection of Sunbrella® fabrics.

The Seaside Collection is named for the many iconic and romantic coastal destinations and locales around the world that served as inspiration for the distinctively beautiful and exceptionally executed performance textiles.

"As a native Southern Californian, I have lived in and around a coastal region my entire life and am naturally drawn to seaside destinations and lifestyles," Frinier said.

"There is an inherent allure to seaside cities and resort villages that beckons us to come closer and then compels

us to linger, leaving a lasting mark on our memories and in our hearts long after we have returned home."

The Seaside Collection is comprised of: two base cloths – **Stonebrook** and **Bayshore**; two stripes – **Coastview** and **Fairharbor**; and, three patterns – **Palma**, **Freeport** and **Southpoint**.

**Stonebrook** is a lightweight, textured plain weave made from ratiné yarns with the appearance of beach sand. **Bayshore** is a box weave construction woven on a common warp allowing for a beautiful range of coastal hues.

**Coastview** is woven using the Stonebrook construction, illustrating a classic and spirited espadrille stripe. **Fairharbor** is a cabana stripe in sun-washed and soft, pastel colors which complements the Bayshore construction.

**Palma** is a banana leaf pattern on a jacquard construction inspired by the botanical gardens and landscapes of seaside retreats. **Freeport** is a woven jacquard with an oversized, open basketweave pattern enhanced by a slightly distressed and hand-woven appearance. **Southpoint**, with its softly distressed jacquard diamond pattern, evokes imagery of more nostalgic and classic seaside resort architecture in a stylized reference to decorative tiles.



The Seaside Collection by Richard Frinier for Sunbrella is available exclusively through [Pindler](#). High-resolution images are available in the [Sunbrella Press Room](#).

## ABOUT RICHARD FRINIER

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Richard Frinier is a prolific and internationally acclaimed designer focused on product design, creative visualization and direction. Over 35 years of experience in strategic collaborations spanning product design, brand architecture and evolution, and marketing has led to the creation of thousands of individual designs across hundreds of collections.

As the principal designer and managing partner of the Richard Frinier Design Studio based in the Los Angeles region, he is best known for his award winning furniture, textile, lighting and accessory designs that bring the quality of indoor living outside and the casual spirit of the outdoors inside. For over three decades, he has successfully created authentic, relevant and memorable designs widely respected by the trade and specified by architects, interior designers and consumers for interior and exterior spaces across residential, contract, hospitality, resort and spa environments.

Today, his designs are sold in over 80 countries with many designs celebrating 10, 20 and 30 years of continuous production. He has received over 90 design excellence and career achievement awards, including his induction into the American Home Furnishings Hall of Fame Class of 2016, a Lifetime Achievement Award from the International Casual Furnishings Association, and a Stars of Design Award from the Pacific Design Center in Los Angeles. His work has appeared in art and trade exhibitions, film and television productions, and has been editorialized internationally in design books, trade, design and lifestyle print, and throughout the blogosphere, capturing the prolific and luxurious nature of his creative contributions throughout the design and home furnishings industries. For more information: [richardfrinier.com](http://richardfrinier.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](http://sunbrella.com).