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JOE RUGGIERO INTRODUCES NEW PATTERNS TO SUNBRELLA® FABRICS COLLECTION FOR INTERIORS

With the introduction of nine new patterns in his collection of easy to care for, fade proof and bleach cleanable Sunbrella® fabrics during June Showtime in High Point, Joe Ruggiero will showcase his unique design perspective with Sunbrella fabrics.

For more than 15 years, Ruggiero has been traveling the country giving presentations to fellow designers. Ahead of his time and a fan of Sunbrella fabrics both personally and professionally, Ruggiero speaks about the value of performance fabrics for interior spaces, combining the best in both design *and* performance.



“Performance fabrics for interior spaces is one of the most underutilized design secrets,” Ruggiero said. “The technology behind Sunbrella fabrics has increased tenfold in the last decade, resulting in textiles that are soft and artistically woven, while still carrying the performance qualities that the brand has become famous for. With the abundance of colors, styles and textures available, homeowners and designers have endless options when it comes to Sunbrella fabrics for indoor upholstery and drapery.”

The nine new styles by Ruggiero include:

Aloha

A frequent visitor to Hawaii, Ruggiero has a love of island-inspired designs that provide a casual elegance. **Aloha** provides that same feeling with a large-scale, subtly floral design. Colorful, but not bright, Aloha is available in *Bermuda, Denim, Guava, Indigo, Spring* and *Wren*.

Cross Country

With the aesthetic of an antique linen Provencal stripe, **Cross Country**'s construction is an incredible achievement with today's technological capabilities. Available in *Denim, Dove, Indigo, Lagoon, Mist, Moss, Salmon, Stone* and *Tobacco*, Cross Country is suitable for a variety of design tastes.

Elle

Bold in pattern and neutral in color, **Elle** is a fashion-forward tweed. With a nubby texture, this pattern works well for upholstered pieces. Elle is offered in *Classic, Cobalt, Denim, Putty, Stone* and *Wren*.

Falmouth

Ticking stripe **Falmouth** has a beachy, traditional look and is a great go-with pattern. Based on traditional country stripes, the stripe is slightly raised, resembling the look of embroidery. Falmouth is being shown in a variety of neutral colorways that include *Denim, Lagoon, Moss, Sage, Salmon, Stone* and *Wren*.

Hillside

The textured ground of **Hillside** lends itself to the texture of a quilt. The traditional star motif in a neutral palette allows for a variety of styling options; colors include *Classic, Cobalt, Dove, Putty, Sage* and *Spa*.

Prime

Always an advocate of chenille fibers, Ruggiero utilizes the soft hand of Sunbrella for pattern **Prime**. A ribbed stripe with twisted yarn for subtle changes in color, Prime is available in *Denim, Lagoon, Moss, Sage, Salmon, Stone* and *Wren*.

Raffia

For designers who want a sophisticated pattern that looks like a handwoven, artisan textile, Ruggiero offers Raffia. With a textural hand and wide color palette, this fabric is perfect for upholstery and drapery and comes in *Denim, Lagoon, Moss, Sage, Salmon, Stone* and *Wren*.

Slats

Drawing its name directly from its inspiration, **Slats** reflects the slats of window shutters. The pattern features a very slight color change and the design looks as if it were hand painted. Slats is being shown in *Classic, Indigo, Spring, Taupe* and *Teak*.

Stamford

Featuring a traditional window pane with squares that change in size, **Stamford** has the texture of linen or cotton. The fabric's name comes from Stamford, Connecticut and was inspired by the traditional

styling of the New England city. Stamford is available in *Dove, Fern, Flannel, Indigo, Mist, Parchment* and *Sage*.

“What I hope to accomplish with this new collection is to educate homeowners and designers that they don’t have to sacrifice design for performance,” Ruggiero said. “With Sunbrella you get the best of both worlds, allowing your interior spaces to limitlessly showcase to your design personality.”

Learn more about Joe Ruggiero’s collection of Sunbrella fabrics at Showtime, June 4-7, 2017. High-resolution photography is available in the [Sunbrella Press Room](#).

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 Furniture, an MT Company Collection; casual furniture for Terra; wood furniture for Gat Creek (American made with wood from sustainable forests); decorative throws for Textillery; decorative lamps for Wildwood Lamps; decorative trims for Phoenix and bedding and drapery for Casa Fiora. On the web at joeruggiero.com, [Facebook](#), [Pinterest](#), [Instagram](#), [YouTube](#), [Google+](#), [Twitter](#) and a [blog](#).

ABOUT SUNBRELLA FABRICS

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.