



April 29, 2013

For Immediate Release

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High Design, Loft Living Comes to Life with Sunbrella® Fabrics in “Perspective: Atlanta”

Web-based video series with Lonny Magazine follows design challenges and solutions of an urban loft using all Sunbrella fabrics

One loft. One designer. A million new ideas. That’s the premise of a new web-based, video home makeover series from [Sunbrella®](#) fabrics and [Lonny](#) Magazine, created to inspire consumers with elegant and practical design solutions that are relatable for any home. Set in Atlanta, the series – “Perspective: Atlanta” – follows interior designer Alex Gaston as he decorates an urban loft using Sunbrella fabrics and transforms it from a jumble of architectural features into a cohesive space.

Gaston, who is design director for Mark Cunningham, Inc. in New York, will use Sunbrella fabric for any and all applications possible, from furniture to drapery, rugs to wall coverings – for every room in the loft. Other important players in the project are Celina Wright, a junior designer at Mark Cunningham, Inc., Sunbrella Design and Creative Director Gina Wicker and a team of editors at Lonny Magazine who check in and review the design progress throughout the makeover.

“People all over the world know Sunbrella fabrics for outdoor living – awnings, boats, outdoor furniture. But many people are just discovering our vast availability as an indoor fabric option through leading furniture manufacturers and fabric by the yard,” Wicker said.

“Perspective: Atlanta will grow people’s understanding of Sunbrella fabric as an interior

upholstery option for all kinds of applications, including sofas and chairs, ottomans, wall coverings, draperies and more.”

With views of the city skyline and local parks, the Perspective: Atlanta loft is located in a mixed-use residential area with immediate access to shopping and dining. The loft has an abundance of windows that bring in natural light and an open floor plan that includes 10- and 20-foot ceilings and exposed brick walls. With two bedrooms and two bathrooms, the loft represents urban Atlanta living at its best with spacious rooms and fabulous views.

“One of my mottos in design is to never settle, and this project allows me to demonstrate that philosophy to viewers and help them gain a better understanding of the décor process, which includes how Sunbrella fabrics play a role in the overall design direction of the loft,” Gaston said. “The beautiful textures and colors of Sunbrella fabrics allow me to design for the integrity of all the spaces I create, and this loft will be a fabulous example.”

The entire project is being filmed – from planning to shopping, and from fabrication to installation – to show how Gaston pulls the space design together using Sunbrella upholstery fabrics. Gaston’s design scheme features furniture from a variety of Sunbrella partners and decorative accessories and art from online sources and stores across Atlanta. The project focuses on furnishings available at the retail level and to the trade, educating consumers on furniture selection, fabrics and how to work with an interior designer to have access to trade sources.

“Our mission at Lonny is to showcase creative design ideas in an approachable format, and that’s exactly what Perspective: Atlanta is all about,” said Irene Edwards, executive editor, Lonny Magazine. “We’re thrilled to be working with Sunbrella to host this innovative and inspiring new series.”

The fabric-inspired story of Perspective: Atlanta will be told digitally on the Sunbrella website and through online content of Lonny Magazine, with episodes airing weekly beginning April 22. A total of eight episodes as well as several additional tip videos will be produced to highlight design concepts that drive Gaston’s creations, while illustrating for viewers how to select, buy and stage furnishings that are as beautiful as they are worry-free.

For more information on Perspective: Atlanta, including videos, interview, blog entries and photography, visit <http://perspective.sunbrella.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.

Upholstery 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.

About Lonny Magazine

Lonny (www.lonny.com) is an online magazine that focuses on lifestyle and home décor and highlights extraordinary interiors, innovative bloggers, and the latest market finds. The magazine has been featured in *Vanity Fair*, *The New York Times* and blogs worldwide and was founded by designer Michelle Adams and photographer Patrick Cline in October 2009. In July 2012, *Lonny* was acquired by leading digital lifestyle publisher Livingly Media, Inc. (formerly Zimbio, Inc.).

Lonny believes in design choices that lead to personal happiness, values individual style, and asserts that inspired design can be achieved anywhere—from the smallest studio apartment to the grandest estate. Its mission is to open the doors to accessible design and connect its readers to their favorite products and resources at the click of a mouse. The magazine's freedom from page limits means that it can share more content in each issue, delivering an intimate look into the way people really live. To stay fashionably in the know, join *Lonny* on [Facebook](#), [Twitter](#) and [Pinterest](#).