



FEBRUARY 16, 2018

CONTACT: LEAH SHEARER
704-926-1314
LSHEARER@WRAYWARD.COM

SUNBRELLA® AND BALLARD DESIGNS LAUNCH INDOOR PERFORMANCE UPHOLSTERY COLLECTION

More Than 100 Fabrics Available for Custom Upholstery and Fabric by the Yard

In an exciting new debut, veteran home furnishings retailer Ballard Designs and performance textile leader Sunbrella® have partnered to launch the retailer's first collection of performance fabrics for indoor upholstery, featuring the timeless aesthetic of Ballard Designs and the legendary performance of Sunbrella.

BALLARD DESIGNS PERFORMANCE FABRICS BY SUNBRELLA—which are now available at BallardDesigns.com—includes more than 100 fabrics with patterns and textures ideal for interior spaces, all with Sunbrella's legendary durability, stain resistance and ease of cleaning. Soft chenille yarns and a palette of neutrals ground the collection, while simpler yet statement-making motifs offer an aesthetic that complements the relaxed atmosphere of a home.

Sunbrella's exceptionally soft hand, proven durability and focus on design make it the perfect choice for Ballard Designs' first venture into indoor performance fabrics.

"Ballard Designs is known for European-inspired designs and furnishings that its customers can truly live in," says Kimberly Peoples, specialty accounts manager at Sunbrella. "This collection of Sunbrella upholstery fabrics for indoors speaks perfectly to that need for a beautiful, liveable home. BALLARD DESIGNS PERFORMANCE FABRICS BY SUNBRELLA will set the new standard for soft, luxurious fabrics inside the home."



Ballard Designs and Sunbrella have a mutual passion for inspired design. The two companies have a long-standing partnership, beginning with Ballard Designs offering Sunbrella fabrics for outdoor living. Today, Sunbrella is the exclusive fabric for the retailer's outdoor collection thanks to the overwhelmingly positive feedback from their customers about its robust durability. Both companies have already seen evidence that customers are responding enthusiastically to the indoor-focused collection.

"We know our customer loves design; she wants to have a home that is not only beautiful, but one that can be truly lived in," says Skye Westcott, SVP of Merchandising at Ballard Designs. "The capabilities, quality and design of the performance fabrics from Sunbrella are unmatched in the marketplace and we couldn't be more excited to bring this to our customer."

BALLARD DESIGNS PERFORMANCE FABRICS BY SUNBRELLA can be purchased online and in stores. The fabrics are available on hundreds of indoor furniture frames, as well as by the yard. For more information about BALLARD DESIGNS PERFORMANCE FABRICS BY SUNBRELLA, visit BallardDesigns.com/SunbrellaPerformanceFabrics.

ABOUT BALLARD DESIGNS

Headquartered in Atlanta, Ballard Designs is a leading multi-channel retailer offering a unique curation of all periods and provenance of home furnishings and decor with a distinctive European influence. For over thirty years, Ballard Designs has reinterpreted classic designs in a contemporary way, so pieces feel at once fresh and timeless. Ballard's design team is constantly travelling the world in search of new trends in fashion, color and style which they translate into exclusive products shoppers can't find anywhere else. Today, Ballard Designs offers more than 500 customizable pieces from finish to fabric, allowing the customer to truly unleash their inner decorator.

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 fabrics give consumers, designers and architects the materials 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 138-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.