

## The Shade Store Launches Pendleton by Sunbrella Collection

*Exclusive collection of iconic patterns deeply rooted in American heritage*

Port Chester, NY (February 2018) – [The Shade Store](#), a leading resource for premium custom window treatments, introduces Pendleton by Sunbrella for The Shade Store, an exclusive collection of [Roman shades](#) and [drapery](#) patterns that is now available on The Shade Store [website](#) and in the 57 nationwide locations of The Shade Store.

“This collection translates the iconic patterns, color and history of Pendleton into textiles with the beautifully soft hand and proven performance of Sunbrella,” says Ian Gibbs, Co-Founder and Creative Director of The Shade Store. “We are thrilled to bring the rich heritage of Pendleton to the window treatment category with versatile new options our customers can layer into any interior décor.”

The Pendleton by Sunbrella Collection for The Shade Store celebrates a shared appreciation for authenticity, artistry, and quality of process. The signature Pendleton patterns and designs have been adapted to window treatment fabrics with a fresh color palette for a contemporary look. Sunbrella’s high performance fabrics lend exceptional durability to the collection, making these treatments ideal for both private spaces and high traffic areas.



“Sunbrella and Pendleton are rooted as brands in family heritage and a commitment to quality, which perfectly aligns with The Shade Store, so this collaboration was seamless,” says Allen Gant III, Director of Outdoor Market for Sunbrella. “Together the three companies are able to offer consumers an incredibly unique product that additionally benefits from The Shade Store's exceptional customer service.”

The collection showcases three iconic Pendleton patterns – Zapotec, Diamond River Tonal, and Ombre Plaid. The collection will be offered in styles distinctly designed for soft window treatment styles: three Roman shade styles (flat, relaxed and tulip) and eight drapery styles (ripple fold, tailored pleat, pinch pleat, inverted pleat, grommet, goblet, cubicle and rod pocket).

The Pendleton by Sunbrella Collection for The Shade Store includes:

**Zapotec** - A blanket design inspired by the 2,000-year weaving history of the Zapotec people of Oaxaca, Mexico, with classic geometric designs and the elegant simplicity of traditional Zapotec blankets.

**Diamond River Tonal** - Influenced by the American Southwest, Diamond River Tonal features large-scale, layered geometric patterns that mimic the fluid currents of a deep river.

**Ombre Plaid** - A classic aesthetic of Pendleton, Ombre Plaid updates traditional plaid with a softer gradient affect, reminiscent of morning mist in the mountains.

The Pendleton by Sunbrella Collection for The Shade Store will be offered at all 57 of The Shade Store showrooms nationwide as well as online at <https://www.theshadestore.com/collections/designer-fabric-collections/pendleton-by-sunbrella> where consumers and designers can choose free swatches to plan for their custom window treatments, with rendering services and design experts available to help. Every order from The Shade Store is handcrafted in the USA and ships in 10 days or less. The Shade Store also offers a network of measure and install professionals around the country to help make the custom window treatment process truly simple.

### OMBRE PLAID



Linen



Gray



Coral



Indigo

### DIAMOND RIVER TONAL



Snow



Sand



Indigo



Azure



Midnight

### ZAPOTEC



Terra



Sapphire



Adobe

#### About The Shade Store

The Shade Store is a family-run, premium custom window treatment company with a rich heritage in luxury textiles and interior design. Its exclusive collection of more than 1,300 in-stock fabrics and materials provides customers with an unparalleled level of style and customization options. Every window treatment is proudly handcrafted in the USA by a skilled artisan, hung and tested for quality assurance and ships free in 10 days or less. The Shade Store offers a complete range of design services for consumers and design-trade clientele, including free swatches, free professional window measurements, photo rendering services and nationwide installation services. The Shade Store has over 57 showrooms nationwide. Additionally, The Shade Store is an advocate for environmental sustainability and for every purchase made the company provides the 'gift of shade' by planting a tree in partnership with the Arbor Day Foundation. For more information on The Shade Store, please visit <http://www.theshadestore.com>.

### About Pendleton

Setting the standard for classic American style, Pendleton is a lifestyle brand recognized worldwide as a symbol of American heritage, authenticity and craftsmanship. With six generations of family ownership, since 1863, the company celebrates 155 years of weaving fabric in the Pacific Northwest in 2018. Known for fabric innovation, Pendleton owns and operates two of America's remaining woolen mills, constantly updating them with state-of-the-art looms and eco-friendly technology. Inspired by its heritage, the company designs and produces apparel for men and women, blankets and accessories, home décor and gifts. Pendleton is available through select retailers in the U.S., Canada, Europe, Japan, Korea and Australia as well as Pendleton stores, company catalogs and direct-to-consumer channels, including the Pendleton website: [www.pendleton-usa.com](http://www.pendleton-usa.com)

### About Sunbrella

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 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](http://sunbrella.com).

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