



Mitchell Gold
+ Bob Williams

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SUNBRELLA® AND MITCHELL GOLD + BOB WILLIAMS PARTNER FOR FIRST CO-BRANDED COLLECTION

Mitchell Gold + Bob Williams Chooses Sunbrella for First Co-Branded Collaboration,
Fusing Soft, Functional Fabrics with Iconic Design for High-Energy Homes

Sunbrella® has united with Mitchell Gold + Bob Williams for a new co-branded collection that converges iconic style with legendary performance, bringing customers exceptionally crafted furniture that is as soft-to-the-touch as it is long-lasting. The co-branded collaboration, a first for Mitchell Gold + Bob Williams, debuts in stores and marketing efforts in August 2018.

“Designed with families in mind, the Mitchell Gold + Bob Williams collaboration with Sunbrella encourages people to live comfortably and fearlessly put their feet up without compromising on style or quality,” said David Swers, president of Glen Raven Custom Fabrics. “Pairing our soft, high performance fabrics with their iconic furniture design was an easy decision, and it will present beautiful, robust design options for fans of both brands.”

Mitchell Gold + Bob Williams sought to create a collection that could stand up to a spirited life, from cuddly dogs to curious children to rowdy game day fans. Sunbrella performance fabrics are soft to touch while remaining stain-resistant, easy-to-clean and durable – this combination offers a worry-free luxury perfect for busy homes with kids, pets and entertaining.

“In addition to this being a perfect marriage with our comfortable family- and pet-friendly ethos, it’s something Bob and I love personally,” said Mitchell Gold, co-founder and chairman of Mitchell Gold + Bob Williams. “We both entertain at home often, and fabrics like Sunbrella make get-togethers even more relaxing.”

Mitchell Gold + Bob Williams offers a classic modern aesthetic that creates inspiring and inviting interiors. Draped in Sunbrella fabrics, from bright woven stripes to soothing neutrals, those silhouettes are not only comfortable, but also easy to care for and long-lasting. The collection offers an expanded selection of Sunbrella performance fabrics from a spectrum of colors and patterns, in rich textures that are soft to touch.

“We’re excited to bring this concept of the convergence of style and function to life through the fall season and beyond,” said Tom Notaro, director of indoor markets for Sunbrella. “Mitchell Gold + Bob Williams is known for its high-design, high quality craftsmanship. Now,

consumers can expect that same superior furniture and not worry if they spill on it. Ultimately, it's about creating a world where design lovers can really live in their homes without fear of concessions in style or quality."

For more information, visit <http://www.mgbwhome.com/sunbrella>.

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ABOUT MITCHELL GOLD + BOB WILLIAMS

Mitchell Gold + Bob Williams is a renowned lifestyle furniture brand best known for comfortable, stylish and value-conscious modern upholstery, tables, storage, lighting, rugs, accessories, bed linens, a carefully edited collection of wall art and a drapery collection.

From the beginning, Mitchell Gold and Bob Williams set out to create a company with a different mindset--one that would take care of its employees and customers in a way no other had. As a result, they have raised the bar and set a standard in the traditional furniture industry for others to follow. For more information, visit www.mgbwhome.com and www.mgbwcontract.com , and follow us on [Instagram](#), [Facebook](#), [Twitter](#), and [Pinterest](#).

ABOUT SUNBRELLA FABRICS

Sunbrella has revolutionized the way the world thinks about how fabrics look, feel and perform. Luxuriously soft and exceptionally beautiful, Sunbrella fabrics integrate style with legendary performance qualities: proven durability, fade resistance, easy care and bleach cleanability. Led by a global design team, premium Sunbrella fabric gives consumers, designers and architects the materials they need to create the extraordinary in marine, shade, indoor upholstery, outdoor upholstery, commercial and contract applications.

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. Sunbury Textiles recently joined Sunbrella after 22 years of close partnership. Sunbury adds luxury decorative fabric design and production, combining historic reference and modern interpretation to create beautifully unique fabrics. For more information on Sunbrella, including inspiration, fabric collections and where to buy, visit sunbrella.com and follow Sunbrella on [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#) at @Sunbrella.