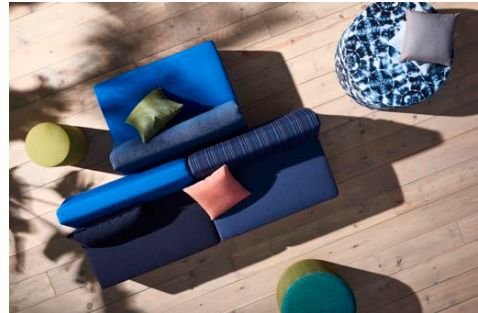


## SUNBRELLA® EMBRACES SIMPLICITY WITH PURE COLLECTION

New Patterns Celebrating Balance in Design Will Premiere at Casual Market in Chicago

Embracing essential design elements that feel authentic, relevant and unforced, the new Sunbrella® Pure Collection by Glen Raven Custom Fabrics brings environments into balance through use of familiar, complementary patterns and textures.

"Sunbrella's Pure Collection showcases the most fundamental concepts of simplicity in design," says Greg Voorhis, executive design director at Sunbrella. "There's a natural duality in this curated collection thanks to its range of soft textures and patterns. Layered together or mixed with other fabric collections, these fabrics subtly adapt to their environment and create a sense of comforting harmony."



Sunbrella has created 10 unique performance fabrics that integrate dimensional and plush textures, patterns drawn from nature, and use of color to imitate optical effects found in nature. Incorporating chenille and heathered yarn blends, dimensional stitching, and two-tone effects, these fabrics emphasize depth and tactile experience:

- **Essential** is a new basic that mimics raw and handwoven fabric by using a combination of thick and thin yarns in both directions of the cloth for a more textured weave.
- Inspired by hand-dyeing techniques, **Authentic** is a dramatic accent fabric that experiments with pattern scale in a way that encourages individuality. No two pieces that use this fabric will look the same.
- **Enrich** draws its inspiration from unique embroidery techniques.
- **Cast** features new colors to build upon a trusted basic that has existed in the line for several seasons.
- Offering a new representation of a matte, dusted color, **Trusted** is a chambray stripe that connects well with Cast.
- **Intent** highlights heavier blended yarns with an ombré stripe.
- A raw yet refined herringbone weave, **Perception** is distinguished by an unexpected color gradient.
- **Refine** features a sophisticated, multi-pinstripe, which is perfect for introducing accent colors within the collection.
- **Simplicity** embodies a familiar, comforting plaid design that showcases a hand-loomed quality.

- Lastly, **Platform** is a plush chenille basic that mimics a sanded velvet.

“The Pure Collection elevates the familiar through modern, refined design, creating textiles that feel relevant in any space,” Voorhis says. “Each pattern demonstrates the range of capabilities for performance fabrics without compromising luxury and softness.”

Like all Sunbrella fabrics, the textiles in the Pure collection are easy to care for, fade proof and bleach cleanable. High-resolution images are available in the Sunbrella Press Room. Pure is currently available to the manufacturing trade and will be showcased in the Sunbrella booth #7-7078 during Casual Market Chicago.

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## ABOUT SUNBRELLA FABRICS

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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](https://sunbrella.com) and follow Sunbrella on [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#) at @Sunbrella.