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For Immediate Release

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**France, America, Italy, Sweden, England, Japan Inspire Joe Ruggiero  
For June Showtime in High Point**

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Globetrotting is once again front and center for Joe Ruggiero and his newest Sunbrella® fabrics debuting during June Showtime in High Point. From France, America and Italy to Sweden, England and Japan, Ruggiero is adapting the best of global cultures for new Sunbrella fabrics for home décor.

“I’ve been fortunate to have travelled all around the world and experienced many different cultures first hand,” said Ruggiero, whose career has spanned TV and print journalism and well as product design and brand management. “When we design our new Sunbrella fabrics each season, I interpret these global influences for today’s consumers.”

Ruggiero is introducing six fabric collections during Showtime that are grouped by region of inspiration – **France, America, Italy, Sweden, England** and **Japan**. Deep color ways, textural effects and intricate details resembling hand stitching are hallmarks of many of the new fabrics.

"I have been working with the Sunbrella design team to re-create the look of fine heirloom stitching, and I believe we have achieved this goal with the June Showtime collection," Ruggiero said.

## France

The second oldest cave art discovered by archeologists is from the Chauvet Cave in France, which dates back 32,000 years. Ruggiero was inspired by these primitive yet elegant drawings to create his own artwork that has been translated into the pattern **Hieroglyph**. This new pattern is offered in the colors of *Pebble, Wren, Teak, Indigo* and *Coal*.

Another Sunbrella pattern influenced by France is **Toile**, which was inspired by a fabric description that entered the English language around the 12th Century from a French word meaning "linen cloth" or "canvas." Ruggiero's Toile pattern incorporates recycled Sunbrella yarns and is offered in the colors of *Crimson, Denim, Maize, Ink, Curry, Burnish* and *Leaf*.

Rounding out the French collection is **Check Me Out**, a pattern inspired by the classic look of gingham fabric. The French refer to Gingham fabric as "Vichy" because they believe it originated in the Vichy region of France; this same pattern has been a staple of American décor and apparel for centuries. Ruggiero's new take on Gingham is available in *Stone, Pebble, Sky, Dusk, Melon, Chocolate* and *Classic*.

## America

During the past several markets, Ruggiero has emphasized American classics in his design direction, and this emphasis continues for June Showtime. Navajo blankets have long been prized by collectors the world over for their heritage and beauty, and Ruggiero based his new pattern **Western** after the multi-colored look of this American classic. Look for Western in the colors of *Seagrass, Cameo, Dusk, Emerald, Sulfur, Indigo* and *Charcoal*.

Also included in the American collection and inspired by native culture is the new pattern **Tasco**, which has the texture of Native American hand-woven baskets also treasured by collectors. This highly textural fabric is offered in the colors of *Dusk, Natural, Stone, Earth, Lagoon* and *Mesa*.

## Italy

With his own family heritage from Italy, Ruggiero has a special affinity for the fine silks of Venice, which gave rise to **Giovanni**, a fanciful leaf pattern. Ruggiero's interpretation is made highly textural by using recycled Sunbrella yarns that lend the fabrics a hand-woven aesthetic. Look for Giovanni in the colors of *Seagrass*, *Smoke* and *Pebble*.

## Sweden

The Swedish love of beautiful bouquets is reflected in Ruggiero's **Astrid** pattern, which incorporates the look of hand stitching on a ribbed face fabric. Ruggiero discovered the inspiration for Astrid during travels to Sweden, and through advanced weaving technology the Sunbrella team has recreated a look true to classic Swedish artwork. Astrid is being featured in *Cherry*, *Lace* and *Gravel*.

## England

Ruggiero turned to the British Empire as inspiration for **Boss Tweed II**, an adaptation of an earlier offering, **Boss Tweed**. The new generation of this pattern, which was inspired by classic menswear from haute couture in London, has been recolored and reengineered to create an extra soft hand. A deep color way supports Boss Tweed II, including *Salt*, *Pebble*, *Wren*, *Celadon*, *Storm*, *Dusk*, *Granite*, *Mink*, *Maize*, *Chili*, *Indigo* and *Denim*.

## Japan

Japan has often influenced Ruggiero's home décor designs, including his visits to authentic indigo dyeing studios. Japanese characters from ancient art inspired Ruggiero to create his own original artwork that inspired the pattern **Symbols**. Color ways include *Indigo*, *Pumice* and *Pebble*.

“The advances that Glen Raven continues to make in yarn creation and weaving technology are enabling us to produce fabrics that offer an authentic interpretation of handmade fabrics from all over the world at affordable price points,” Ruggiero said.

“Consumers are drawn first and foremost to the colors and designs, and when they find out it’s Sunbrella with all of its performance qualities, the fabrics virtually sell themselves.”

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### **About Joe Ruggiero**

Joseph Ruggiero & Associates, Inc. is a multi-media home design and television production company based in Los Angeles. In addition to his Sunbrella fabrics collection, Ruggiero also designs upholstery for Miles Talbott Furniture, an MT Company Collection; casual furniture for Terra; wood furniture for Gat Creek (American made with wood from sustainable forests); decorative throws for Textillery; decorative trims for Phoenix and bedding and drapery for Casa Fiora. On the web at [www.joeruggiero.com](http://www.joeruggiero.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](http://www.sunbrella.com).