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## SUNBRELLA® PARTNERS WITH AMERICAN LEATHER® FOR CO-BRANDED EXPERIENCE AT HIGH POINT MARKET

### Sunbrella-Upholstered Sleeper Sofas Will Be Featured in American Leather's Showroom with Live Performance Demonstrations

Sunbrella® is partnering with American Leather® to unite the legendary design and high performance of Sunbrella with the unmatched custom comfort of American Leather at High Point Market. The American Leather Comfort Sleeper® sofa showroom will be transformed into a specially-styled space that immerses visitors in a co-branded experience, from style selections to easy-clean performance demonstrations.

"Matching our soft, high performance fabrics with American Leather's innovative, custom designs presents a beautiful, durable furniture choice for homeowners unwilling to compromise on style or quality," said Tom Notaro, director of indoor markets for Sunbrella. "At High Point, we've partnered with American Leather to show visitors a worry-free luxury perfect for dynamic spaces."

Featured in the right section of the greater American Leather space, Sunbrella will be displayed in a showroom-within-a-showroom-styled area. Neutral upholstery in on-trend colorways will accentuate the furniture's style, while accessories show lively, colorful options for the home. Co-branded elements will illustrate the Sunbrella story through stunning imagery, and tactile displays of fibers, yarns and fabric samples.

The Sunbrella "Stain Squad" will be on site demonstrating how Sunbrella fabrics are extraordinarily resilient through life's big moments, from rambunctious kids to celebratory dinner parties. Through training and live stain-treatment demonstrations, the Stain Squad will show how the fabrics resist various stains from foods to liquids. Sunbrella performance fabrics are soft to touch while remaining stain resistant, easy to clean and durable, and its extensive collection is now available for all upholstery products at American Leather.

"Our furniture is so much more than just a beautiful show piece. It's a place where life plays out, where families come together. This partnership is a testament to the American Leather commitment to innovation and performance you can truly live with," said Spencer Bass, Creative Director at American Leather.

American Leather, known for speedy delivery of its beautiful, custom furniture, shares the Sunbrella commitment to quality, innovation, comfort and style for the home, and both are manufactured in the U.S. The American Leather showroom at High Point opens to an outdoor patio, showing how effortlessly today's homes and families can move between indoor and outdoor living with comfort, style and confidence. With Sunbrella and American Leather, it's also effortless to transition from day to night.

"Sunbrella and American Leather both promise that rare combination of style and performance," Notaro said. "We're thrilled to partner together on this incredible co-branded statement at High Point market in the beautiful American Leather showroom to ensure our customers have the best in both design and comfort through life's biggest moments."

See Sunbrella at the American Leather showroom during High Point Market at 211 East Commerce Ave. Showplace 5000, High Point, NC 27260.

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