

For Immediate Release

Tropically Inspired Outdoor Furnishings Introduced With The Cannes Collection from Pride Family Brands

Elements handcrafted of weather resistant aluminum and inspired by the tropics come together to create the Cannes Collection; the latest casual furnishing introduction from the award-winning designers at Pride Family Brands.

(Hollywood, FL) - July 20, 2011 – Tropical locales and motifs are the inspiration for the Cannes Collection, the latest addition to the Castelle line from the award-winning designers at Pride Family Brands. Each piece in the collection incorporates handcrafted rattan-like elements formed of heavy duty all-weather aluminum. Through an airy open work back design and oversized fade-resistant cushions, the Cannes provides a fresh tropical look. The collection incorporates sling dining, cushioned dining and deep seating to fully dress any outdoor space.

"Our Coco Collection was our first cast aluminum collection and its tropical look has made it a consumer favorite to this day," said Jamie Lowsky, CEO, Pride Family Brands, Hollywood, Fla. "With the addition of the Cannes Collection, we feel we have another winning tropical group that can create an island vacation feel for any backyard or patio."

With curving cane-like double supports and decorative arcs, Cannes brings the beauty of the tropics to life. Dining options including sling and cushioned seating as well as multiple conversation pieces are included in the collection. All pieces are equipped for long outdoor use with durable multi-phase powder coat finishing and attractive hand-applied antiquing.

The Cannes Collection will be introduced in Pride Family Brands' showroom #1747 during the International Casual Furnishings and Accessories Market at the Chicago Merchandise Mart from September 12 - 15, 2011.

For more information about Pride Family Brands and their distinguished lines of casual furniture visit www.pridefamilybrands.com or contact 954-735-9800.

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About Pride Family Brands -- For 30 years, Pride Family Brands has distinguished itself in the manufacturing of casual furniture. Innovation, state of the art manufacturing, and superior quality products are the trademark of Pride Family Brands and the reason Pride is recognized as a leader in the casual furniture industry.

PRIDE FAMILY BRANDS



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