



Comment
 Share
 RSS
 Subscriptions
 Reprints/License
 Print
 Email

Pride debuts Electra Collection for 2011

Handcrafted group incorporates beauty of cast with hand-fashioned elements

Casual Living Staff -- Casual Living, 7/9/2010 8:30:00 AM

Pride Family Brands, maker of handcrafted aluminum casual furniture, expands its traditional styling introductions for 2011 with the Electra Collection.

Hollywood, FL — Created to incorporate the beauty of decorative cast elements with a bold louvered back design, the Electra is marketed under Pride's Castelle brand. This collection and the entire complement of introductions from award-winning Pride Family Brands will be available in fine specialty retail stores in the spring of 2011. "Comfort and elegance were once again the goal of our design team," said Jamie Lowsky, CEO of [Pride Family Brands](#). "With the Electra, both are presented with popular traditional styling. We are already seeing indications that Electra will be a favorite at retail."



The Electra Collection is constructed of cast and extruded aluminum sealed in a durable powder-coast finish and topped with a hand-applied antique process, resulting in a beautiful and long lasting product. Cushioned dining, cast dining and deep seating are included within the collection.

"Our casual retailers have come to expect handcrafted luxury from Castelle, and Electra is another exceptional example of this," said Rory Rehmer, VP sales and marketing for Pride Family Brands. "We take pride in not only the construction, but the experience that is created with our collections."

The Electra Collection, along with the other 2011 introductions from Pride Family Brands, will be presented during the Preview Show, July 13-15, and the Casual Markets in September in Pride's showroom on the 17th floor of the Merchandise Mart in Chicago.

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

Comment
 Share
 RSS
 Subscriptions
 Reprints/License
 Print
 Email

TALKBACK

t

[Bullf](#)

[GAM](#)

e

[Shoi](#)

[Met](#)

MO

BL