

PRIDEFAMILYBRANDS



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TREND WATCH:

A Sense of History -

Old World Design Trend Captures the Backyard and Garden

For spring and summer of 2009, outdoor spaces will include a trip through the pages of history with the growing popularity of Old World design. This styling captures the grandness of the open spaces while incorporating natural elements, timeless appeal, detailed artistry and European sophistication.

Technically, the terms “Old World” refers to items in the design of the 15th century prior to the travels of Columbus to the New World. The styles of Europe, Asia and Africa during that time all were included into what was termed “Old World.” Today, the term is interpreted loosely including not only all European styling; but also designs that follow the styling of rough hewn or dark construction, rustic aged looks as well as those embodying artistry and function.

Manufacturers of outdoor living products have a unique advantage when incorporating Old World styling into their furnishings as all of their products are meant for grand expanses, require sturdy construction for durability and aged looks appear to come naturally with the outdoor use. “When designing for the out-of-doors, the need to create looks that appear to naturally fit into the surroundings is one goal of our design team,” said Jamie Lowsky, CEO, Pride Family Brands. “With the Old World designs, we can capitalize on a style meant to utilize the look of natural elements.” Pride Family Brands, headquartered in Ft. Lauderdale, Florida, is featuring Old World styles within



- More -

Sense of History -

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Page two

their latest cast aluminum furniture collections available in their casual retailers for spring of 2009. "Our customers look to us to provide the latest trends in outdoor furniture," said Rory Rehmert, Vice President of Sales and Marketing for Pride Family Brands. "We are finding that quality Old World looks never go out of style.

Even though Old World designs are intended to include an aged look, with today's technology, this can be created in appearance while constructed for durability in the outdoors. "Our patented hand painted finishing process creates the look of natural woods while applied to heavy duty, long lasting cast aluminum constructions," said Lowsky. Through a multi-phase painting and coating process, all furnishings including the aged Old World designs within the Pride lines are warranted to last. This includes the fabrics used on the cushioned styles. To follow in the Old World trend, fabric selections include royal designs as well as rich earthy colorations.

Today's homeowner has many options when selecting furnishings to create the perfect outdoor setting. Taking a page from history, outdoor living can transport the owner to a time and a place in which the outdoors was meant to be enjoyed and celebrated.

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For more information about the aluminum casual furniture from Pride Family Brands contact 954-735-9800 or visit www.pridefamilybrands.com

