

New Blues

A Blue Horizon for Spring!

Coastal looks for the Joe Ruggiero Collection with Sunbrella!



Part of the New Joe Ruggiero Collection for **Spring 2011**. Nautical blues in soft, water colors. (Pictured above) **Asia II/Mariner** and **Tie Dye/Denim**.

(Pictured right) **Asia II/Mariner** upholstered on the **Westfield**, all weather wicker

club chair. The fabric collection this market will have bold colors and patterns. We also have a group of soft beige patterns to accent the color groups. These new color groups are designed to mix with the current **Miles Talbott/Sunbrella** patterns.

Designer Events

We continue our lunches for designers throughout the country. This is a wonderful way for designers to see the new **Sunbrella/Miles Talbott** introductions in creative settings and a chance to ask Joe Ruggiero questions pertaining to trends and new designs. You can follow our travels throughout the country on *Facebook*: **The Joe Ruggiero Collection**.

(Pictured below) is Joe Ruggiero with Courtney Ellis Dever, The Ellis Design Group at **Pelican Hill**.



NEW SUNBRELLA TECHNOLOGY HELPS CREATE "TIE DYE LIKE" PATTERNS

Shown here upholstered on our **Maxfield Club chair** is **Sunbrella** pattern, **Tie Dye/Denim**. The look of a printed *tie dye* with color variations is actually a *woven* pattern. You will see several patterns in **The Joe Ruggiero Collection** with subtle textures that



mimic *water colors, resist patterns, linen stripes,* and *solids* that have the look of *men's suiting*.

You will also see **Sunbrella/JR** patterns that resemble "*hand embroidered*" details as well as new *ethnic designs* with a "**whisper of color.**" Be prepared for a fresh approach to *performance fabrics* and fabric design for **Spring 2011**.