

# JR/News

## New Soft Color Palette

*Joe Ruggiero introduces new colors for spring 2013!*



“I believe the new **beige** is **gray**.” States designer, Joe Ruggiero. This room which Ruggiero designed for Fall 2012 market is a reflection of what the designer sees for Spring, 2013 and beyond. The stripe on the *Sonoma* chairs is **Max II** featuring

alternating stripes that are formed from intricate textural weaving. Colors transition throughout the pattern, offered in this color **Wisteria**, a mix of shades of gray with a hint of lavender and blue. The other new pattern is: **Pebbles/Oyster**, all **Sunbrella**.

### Menswear Looks

Tim McKeough, style writer of the New York Times states, “*menswear upholstery fabric can make a home feel more welcoming; comfortable as a favorite jacket or a cherished pin stripe suit.*” Joe Ruggiero’s new Sunbrella fabric **Hartley II, Smoke** joins the “ranks” of his menswear fabrics to provide comfort.



### “SUNBRELLA INDOOR UPHOLSTERY TAKES “CENTER STAGE” IN CALIFORNIA

**Sales promotion** took another dimension, when **PTS Furniture**, Thousand Oaks, California posted this sign: **Sunbrella Indoor Upholstery** on one of California’s busiest highways the 101. Thousands of cars pass this store’s location on a daily basis, many of whom are commuters with “stop and



start” traffic on their way to and from work. PTS also has a *Joe Ruggiero Collection Gallery* which is over one thousand square feet and includes: *bedroom, dining room, family room, media center & living room furniture* on display. All the upholstery is covered in **Sunbrella** fabric for **Miles Talbott**. I would say they have **reason to boast!**