

JR/News

Indigo, Makes a Color Statement

Ruggiero's travels in Japan, inspire his latest Sunbrella collection for Fall.



Indigo is much more than a color. *Indigo* dyeing is a universal practice. The process unfolds in the same manner the world over, involving exactly the same steps: cultivation or wild harvesting of the plant, extraction of the pigment, preparation of the dye

bath, and dyeing of the cloth or yarn. Through a special process **Sunbrella** has been able to duplicate this color. Joe Ruggiero introduces the pattern **Symbols** which was inspired by Japanese designs and **Fretwork** two new *Indigo* patterns to be introduced.

The Ancient Art of Indigo Dying

Historically, **indigo** was a natural dye extracted from plants. This organic compound has a distinctive deep, blue color. In ancient times indigo was important economically because blue dyes were once rare.

Historians trace textile dyeing back to the Neolithic period. Today we have been able to capture this alluring color with **Sunbrella**.

Joe Ruggiero



NEW AD IN THE SEPTEMBER/OCTOBER ISSUE OF VERANDA MAGAZINE

Look for the **Joe Ruggiero Collection** in the fall issue of **Veranda Magazine**. The ad features the latest products from **The Joe Ruggiero/Sunbrella Collection** and **The Joe Ruggiero/Miles Talbott Collections**. "We wanted to demonstrate how the home can be comfortable and enjoyed by the



entire family, including children and pets. The new colors of **Paprika** and **Sunset** also provide a nice warm environment for the home. We are extremely pleased with the reception we are getting for these colors as the new fabrics begin to reach the retail markets throughout the **United States and Canada**" stated *Ruggiero*.