



## Lloyd/Flanders expands Coastal Living line

MENOMINEE, Mich. — Four casual furniture lines inspired by lifestyles along the nation's coasts and lakesides will be showcased by manufacturer Lloyd/Flanders, who developed them in collaboration with consumer magazine Coastal Living.

The furniture will be featured in Lloyd/Flanders' showrooms at Chicago's International Casual Furnishings & Accessories Market, Sept. 21-24, and the High Point Market, Oct. 16-21.

Lloyd/Flanders President and CEO Dudley Flanders described early consumer response to the collection as overwhelming. "There are several reasons for that, not the least of which was our pre-season ad in Coastal Living magazine," he said. "The ad drove consumers into stores that had not stocked the group and created a surge in special orders."

Retail buyers at the Preview Show in July also showed strong response. "Not only the response to the furniture but the concept," Flanders said.

The collaboration has produced a collection of outdoor furnishings designed for coastal living across America. Styles reflect the artsy enclaves of the West Coast, the traditional coastal communities of New England, the Midwestern lakeshores and the casual low country of the old South.

The Coastal Living Collection features four coastal lifestyles: Savannah, the Low Country, the Great Lakes and Carmel.

Each piece of the **Savannah Collection**, speaks of the Deep South, with all of that region's elaborate mannerisms and easy living. Distinctive woven patterns of Lloyd Loom wicker combine with aluminum framing to recreate the homespun charm of the lightweight, sturdy furniture created from grasses and materials available on the barrier islands and low lying river basins of the South.

The Savannah Collection features high backed seating with wide arms, a perfect perch for an icy cold glass of sweet tea. Rockers and gliders move in lazy concert with the evening breezes across porches and piazzas. Southern Cypress, born from the waters of the low country, is crafted into occasional and dining tables which are reminiscent of designs created by early low country craftsmen. The collection is accented with hand-rubbed finishes in soothing coastal colors.

South Carolina's **Low Country** has been a treasured cultural hub for generations, bursting with agricultural wealth and antebellum good taste.

Grand plantations flourished in the mid 18th and 19th centuries as deep harbors welcomed ships from around the world, bringing the cultures and influences of the Caribbean, the Orient and Europe. All of these influences combined to form the region's unique patchwork heritage.

Elegant detailing blends with the sturdy, fundamental craftsmanship native to the low country. Hand-woven vinyl wicker on seats and backs recalls the woven baskets produced from the sweet-grass growing in the tidal basins of the Deep South. This detail enhances the sturdy aluminum frames and southern cypress table tops, both hand finished to

mimic the patina of years gone by. Plush deep seating combines comfort with the natural beauty of each piece. This extensive collection of seating and occasional outdoor furnishings is sure to add a touch of rustic, Southern sophistication to any outdoor living space.

**The Great Lakes Collection** brings to mind the pristine and placid beauty of its white-capped inspiration.

Imagine the wooded shores of Lake Superior and breathe in the crisp, north country air. Let

bare feet slide over the pebbles on one of Lake Michigan's rocky beaches or inhale the invigorating breeze coming off Lake Erie. The Great Lakes Collection represents nature's simple, perfect charm and the rewarding lifestyle that follows.

The eco-friendly southern cypress construction and classic styling create organically appealing, elegant seating. Color palettes are reminiscent of polished sea glass, marsh grasses and beaches along the lakeshore. Laid back, solidly built styling makes a collection that's as comfortable as it is long lasting. The Great Lakes collection is the ideal choice for classic porch, deck or patio furniture.

**The Carmel Collection** is defined by the storied lifestyle enjoyed by its namesake community of artists on California's coast. Writers, musicians and painters all gathered in Carmel to create a fairytale escape from the ordinary.

The Carmel Collection adds a touch of whimsical elegance. Featuring carefully hand-woven vinyl wicker over sturdy aluminum frames, pieces in the Carmel Collection complement each other beautifully while holding a hint of sea-trapped spice. Creative styling is built on clean, open weaves, while flared legs and subtle design elements add an island feel. Warm earth tones draw the pieces together to allow inner artistic moods to escape.



Savannah Collection dining set

## Casual Market, Luxe Interiors + Design to host Inspired Exteriors

CHICAGO — The International Casual Furniture & Accessories Market has partnered with Luxe Interiors + Design magazine to bring Market attendees a day of design inspiration on Friday, Sept. 24.

Interior designers, landscape designers and architects are invited to attend special educational programming about design trends, to gain insights into selling clients on the outdoor room and view the newest outdoor furnishings products.

Landscape designers, architects and interior designers are encouraged to attend Friday's presentation, panel discussion and lunch and to explore the permanent outdoor resources The Merchandise Mart has to offer year-round as well as the temporary exhibitors in town for the Casual Market.

"Inspired Exteriors is a great way for interior designers, landscape designers and architects to learn more about the new design opportunities that outdoor furnishings provide," said Jaclyn Kotzum, director of marketing, Casual Furnishings Industry, MMPI. "Attendees of Inspired Exteriors will see the newest products and design trends as well as all of the outdoor furnishing resources that The Chicago Merchandise Mart showrooms offer on a daily basis, year-round."

Visit [www.casualmarket.com](http://www.casualmarket.com) and click on "Register Now" to R.S.V.P. for "Inspired Exteriors" at the Casual Market and the show.

## Awards reception will honor outstanding ICFA members

CHICAGO — Excellence among manufacturers, designers and sales representatives will be recognized Wednesday, Sept. 22, at an International Casual Furnishings Association awards reception during the International Casual Furniture & Accessories Market in Chicago.

The 6:30 to 8 p.m. reception will be held at the ballroom of the School of the Art Institute of Chicago, located at 112 South Michigan Avenue, and will honor the ICFA Sales Representative of the Year, the recipients of the 2010 Manufacturer Leadership Awards, the Design Excellence Award category winners and the Lillian B. Winchester "Best in Show" design award.

The Sales Representative of the Year is a new ICFA award honoring an outstanding sales representative within the casual furnishings industry. ICFA members are selecting the winner in online voting. Candidates must be recognized as exceptional representatives by their peers, by retailers, by manufacturers and by suppliers.

ICFA is reintroducing its Manufacturer Leadership Awards this year. One manufacturer may be honored in each of 10 categories, including cast metal, wrought iron/wrought aluminum, rattan/wicker/woven, wood, tubular materials, resin/fiberglass, shade products, outdoor lighting, outdoor rugs/carpeting/flooring and complementary casual products. Manufacturers will be rated on the design and quality of their products, along with merchandising, customer service, ethics, communications and trade relations. From the category winners, an overall Manufacturer of the Year will be named. ICFA members are selecting these winners in online voting, as well.

The Sept. 22 reception also will include recognition for the 11 category winners in the Design Excellence competition, and from these the Lillian B. Winchester "Best in Show" award will be announced.

The awards reception is open to all ICFA members and their invited guests.

## ICFA to hold annual meeting at Casual Market

CHICAGO — The International Casual Furnishings Association will hold its 2010 Annual Meeting at 7:30 a.m. Wednesday, September 22, at the International Casual Furniture & Accessories Market in Chicago.

The meeting will be held in the Merchandise Mart Conference Center on the second floor, across the pedestrian bridge. Members will be asked to vote

on the 2011 ICFA officers and board of directors. An association update will highlight new developments and important information on member benefits and services. The 2011 ICFA budget also will be reviewed for approval. A continental breakfast will be available in advance of the meeting, beginning at 7 a.m.

