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By Laurie Rudd

PERIMETERS, PLEASE

RUGS NOT ONLY DEFINE OUTDOOR ROOMS,
THEY ADD A SPLASH OF FASHION AND FUNCTION



Liora Manné - Brushstroke Aqua

PACKING A HEALTHY DOSE OF PERSONALITY and performance, today's outdoor rugs range from the functional to the fantastical.

"We're seeing very world traveler, very ethnic-inspired trends, as within our Genevieve Gorder line," says Cameron Capel, president of sales/marketing/imports, Capel Rugs.

Much like an artist's canvas, each outdoor rug displays a personal take on what's inspiring and trending. Design motifs, colors, textures, shapes and collaborations. All of them hold the

secret to making a personal statement or a functional choice. Exploring each of these elements offers

INSPIRED MOTIFS

For Liora Manné and her dramatically colorful and innovatively constructed

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design insight into what's new and now—and maybe, what's next.

rugs, trending designs range from nautical to sophisticated geo patterning. Manné sees

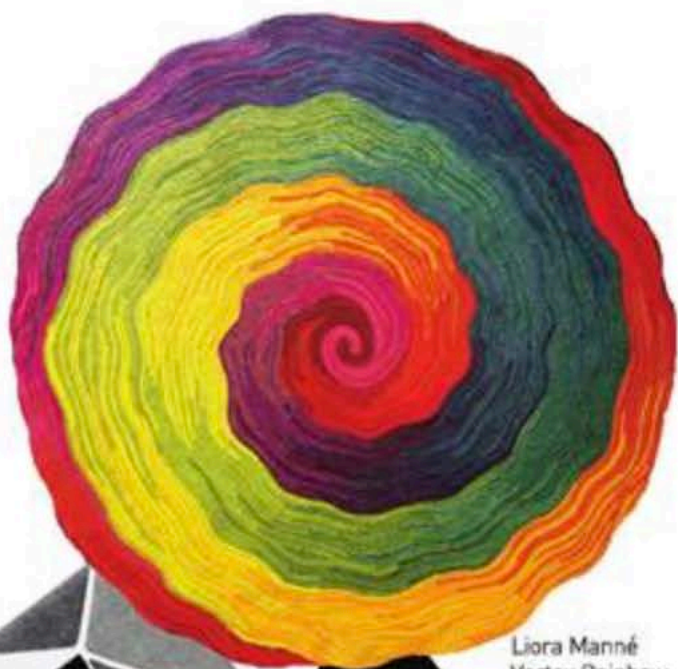
her approach exhibiting a casual quality and offering a personal connection.

"We are very successful with conversational, bright, happy colors," she says. "That is where we are successful in the outdoor category. The rugs have to offer personality, but also be durable and fit the outdoor lifestyle."

Contemporary furnishings influence outdoor rug designs, thus the abstract brushstrokes and stylish stripes that are popular.

"Stripes are definitely trending for outdoor, as their popularity has extended from

Continued



Liora Manné
Vortex Rainbow



Surya
Santa Monica



Surya
Rain

apparel and accessories to home furnishings and outdoor,” says Giovanni Marra, director of marketing and digital strategy at Nourison.

A design staple, stripes also are influencing outdoor rug designs at Surya, where they’ll bring a fresh take for the upcoming season.

“Currently, we are seeing bold, bright, multicolored stripes that allow consumers to mix and match trend-forward colors through other accessories, such as pillows and poufs,” says Jeni Canaan, vice president of merchandising at Surya.

“Large-scale florals, greenery and geometrics also are coming back strongly,” Canaan continues. “Maximalism’ infuses a mixture of patterns, colors and cultures to create exceptionally curated spaces that tell the story of the person living there.”

HUES OF BLUES

Over recent seasons, blue has ruled as a top color trend appearing across all areas of outdoor with rug design as no exception.

“We can’t get rid of the blue,” Capel says. “But there’s always going to be the black and white, and black and cream for modern, streamlined designs.”

Manné concurs: “I feel that blues with navy and aqua are still really important.”

Meanwhile, a softness is entering her color palettes, with the addition of greens and natural hues. Manné is also working with aqua in combination with corral, as well as sisal-like natural colors.

Surya’s Canaan does not see any abandoning of blue, from vibrant cobalt to muted earthy blues, as they’re serving as a successful balancing component when used in

combination with neutrals.

“Nature-inspired tones that evoke a sense of calm and relaxation are quite prevalent in outdoor spaces,” Canaan says. “Additionally, greenery has been a constant staple for exterior rooms, especially deep emerald and vibrant Kelly-green tones. Green has been an earthy color that allows consumers to tap into nature and disconnect from their technological devices.”

For Nourison’s Marra, softer tones are emerging in combination with what they indicate as added “cream” including a navy-cream and a gray-cream.

At Treasure Garden, multiple woven collections incorporate soft neutrals in their latest rug designs, as well as cool shades of blue.

“Designs with decorative weaves in taupe, antique beige and chocolate mixed with sky blue offer a minimalist look that complements outdoor furnishings and décor,” says Candy Chase, national sales manager, Treasure Garden. “The unique designs and soft complementary color story allow for a unifying effect in the outdoor space.”

To spice things up, Surya indicates rich yellows as trending. While the color is a staple, it’s also creating a contemporary vibe.

TEXTURAL TRENDING

The tactile quality of outdoor rugs is not being discounted by designers when exploring trends. Texture has become a source of personality and a complement to conversational design.

“What we are doing is combining different weaves,” Manné says. “We are not working with a lot of contrast in heights for practical reasons, but designing for the

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illusion of dimensionality.”

Capel's designers use texture, including multiple weave grades, to infuse a high and low perspective to their outdoor rugs. For others, flat weaves add dimensionality through color contrast in yarns.

“Outdoor flat weaves are durable, easy-to-clean and perfect for high-traffic areas,” says Nourison's Marra. “The new Calvin Klein Seattle collection is made with contrast interwoven details that add a unique texture to the rugs.”

SHAPES SOAR

There's little change in popularity of the standard rectangular shape, but for some companies, geometrics are trending. “We're doing an octagonal shape that is cool, fun and adds a different look to the typical braided rug,” Capel says.

For Liora Manné, truly inventive shapes are creating excitement and conversation on the consumer level. Their outdoor collection includes contoured profiles representing giant blossoms from asters to gardenias. Enormous notched leaves, as well as organic agate-inspired shapes, also are making a statement with form as much as function.

COLLABORATION TRENDS

From a business perspective, a trend that's growing in rug design involves collaborations throughout the rug industry. Celebrity design partnerships are taking designs and trends from across the home category and applying them into whole room and accent rugs.

As with Capel's association with HGTV and “Trading Spaces” star Genevieve Gorder and the resulting internationally inspired

designs, the North Carolina company also enjoys a successful partnership with designer Anthony Baratta.

Known for his East Coast nautical-chic style, Baratta boasts a large following and has appeared on the cover of more than 40 magazines in his 35-year career. His approach contrasts Gorder's more ethnic flair, such as her Mali cloth outdoor rug design for Capel.

“From Anthony Baratta we are establishing high-end designs applicable to the aesthetics enjoyed by every man,” Capel says. “Anthony is all about America and an Americana design trend.”

Capel's association with “America's Largest Home,” Biltmore House, is another nod to America in a historically inspired sense. With this collaboration, the ability to partner with other licensees is an added benefit.

“This season, we will be displaying our rugs in the Castello showroom in Chicago, as we were able to take the fabrics they are using on their Biltmore furnishings and create concept rugs through the addition of bordering,” Capel says.

License partnerships have been successful for the Nourison brand as well.

“Our licensed partners, Barclay Butera and Calvin Klein, have both recently launched outdoor collections that speak to their design aesthetic and palette,” Marra says. “They present unique designs and textures to complement Nourison's outdoor rug collections, which are bold and bright.”

Whether impacting design through conversations or collaborations, trends in outdoor rugs provide something for everyone and a match for any outdoor personality. ■



Nourison
Barclay Butera

Capel
Anthony
Baratta Flags

Treasure Garden
Cobblestone Teak