

# LANE VENTURE®

## For Immediate Release

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## THE SECRET BEHIND THE FASHION OF LANE VENTURE'S TEXTILE COLLECTION

**September 20, 2016 - Chicago, IL** – Lane Venture has long been known as a fashion leader with its exclusive textile collection.



The secret behind the Lane Venture fashion forward visual merchandising and textile program is Patti Frye, Fashion Director – Outdoor. For the past 28 years Frye has created fabric collections for Lane Venture. Taking cues from nature, fashion trends and what's happening in the world around her, both locally and internationally, Patti has translated relevant colors, patterns and textures into outdoor fabrics exclusive to Lane Venture. Each season Frye works together with design teams at some of the industry's most prominent outdoor fabric mills to create rich new assortments of fabrics. Rather than simply relying on the pre-coordinated cut yardage fabric books offered by several larger mills, Lane Venture has chosen to be a fashion leader by creating its own fabric collection that today is made up of over 200 fabrics. In fact, over seventy-five percent of these

fabrics are exclusive to Lane Venture that Frye has developed in with its vendors.

Beautiful textiles used to be synonymous only with fabrics used inside the home. Today's outdoor fabrics have evolved from the stiff and unexciting textiles that were the norm when Lane Venture made its 1989 debut in the outdoor category. Frye states, "Our fabric assortment has always been known for being unique with beautiful patterns and color combinations that are not readily available anywhere else in the casual industry. We develop and select a mixture of exclusive textures and patterns that reflect current style trends. We don't re-invent new color palettes every year; rather, we approach it much in the same way one would update their wardrobe. Each season, I like to add and mix patterns that address the newest interpretation of style within existing palettes. And if there is an incredible new color story, I may show it a couple

of different ways: either as a punctuation among an established palette, or I'll take a 'more is more' approach and cover all the pieces of a setting to reflect this new direction. The person buying our furniture is stylish and is interested in owning furniture that represents their own unique point of view and personality. This is easily achieved with the vast array of fabric choices in the Lane Venture assortment."

This season, Lane Venture's new fabrics provide limitless options for creating unique and beautiful outdoor spaces. The eighty new fabrics that Frye has hand selected will lead the outdoor market with looks that will inspire and bring a new energy to the way one sees outdoor living spaces.



Selected for the new Cooper collection, an assortment of patterns in warm Cinnamon and Blush tones effectively blends masculine and feminine qualities. The new patterns include a reversible solid in shades of Petal and Papaya, a modern, tonal stripe created by undulating links, and a stylized angular contemporary stripe.



For the new Spector collection Frye chose Gray and Citron as the feature color story. This palette takes its cues from industrial-inspired colors along with the reemergence of Absinthe and its rich acid yellow-green color. Key patterns include a contrasting color stripe created as the pattern ebbs and flows and a bold, graphic design featuring rows of irregularly spaced triangles.



A palette of sophisticated blues and grays will be featured on the new Fillmore collection. This entire collection is an exclusive grouping of stripes, solids and a modern reversible animal skin all which beautifully complements the rich brown woven synthetic wicker collection.



With the popularity of the many shades of gray, Frye has dressed the new Aura teak collection in exclusive colors of gray. A modern approach to soft and elegant, the animal skin fabric mixed with the textured gray and white solid accentuate the soft natural tones of the teak.



Citron and Turquoise bring life to the popular warm gray fabrics that have become a fashion stable. These citron, turquoise and gray colors adorn the new Raleigh aluminum furniture collection that is crafted in a cool steel gray finish this season.

“What Patti has created this season with the range of colors, textures and patterns, as showcased in our new photography, capture the essence of what we feel are important visual messages to our retail and design clientele” states Regan Iglesia, Chief Merchandising Officer of Heritage Home Group. He continues, “This new palette of colors accentuate the new branding of Lane Venture and solidifies its position as a fashion leader in the Outdoor market.”

We invite you to meet Patti during our very special cocktail party in collaboration with Veranda Magazine on Wednesday, September 21<sup>st</sup> from 4 to 6 p.m. Space 1548 at the Merchandise Mart in Chicago.

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**About Lane Venture:**

Lane Venture has been making high quality, imaginative outdoor furniture since 1989. Every piece is meticulously designed and crafted to withstand the outdoor elements with grace. Lane Venture’s proprietary Weather Master Seating uses a unique, quick drain technology that enables cushions to dry quickly and completely, enabling people to enjoy their furniture soon after a rainfall. Plus, with a multitude of proprietary, performance solution-dyed fabrics by Sunbrella® and Outdura brands, each setting of Lane Venture can be tailored to its owner. Lane Venture is part of Heritage Home Group, which also includes in its stellar portfolio name brands Hickory Chair, Henredon, Pearson, Maitland-Smith, Drexel Heritage, Thomasville, Broyhill and Lane.

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