

BROWN JORDAN

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BROWN JORDAN CELEBRATES THE NATURAL WORLD: CAST COLLECTIONS SHOWCASE GARDEN ELEMENTS

EL MONTE, CA, April 2, 2008 – Brown Jordan, the leading manufacturer of luxury leisure furniture for outdoors and in, pays homage to its roots by re-introducing and re-emphasizing classic cast collections. Calcutta II, Day Lily II and Elegance feature design motifs redolent of the natural world.

Calcutta II is a re-introduction on a grander scale of Calcutta, updated in 2007 by John Caldwell from an original 1967 design by Hall Bradley. This replica of Chinese Chippendale furniture interprets faux bamboo into cast aluminum. The back and arm details are cast to depict the prolific woven bamboo pattern true to the Chippendale style, while the seat is cast with a broad leaf pattern – a motif new to the updated version and indicative of the degree of attention devoted to design detailing.

Day Lily II is a re-envision and re-introduction by John Caldwell of Brown Jordan's classic Day Lily collection from the late 1930s. This 21st century interpretation features a gracefully arching cast aluminum frame with an artful floral arm, cast seat frame, and cast back detailing.

Day Lily II has also been expanded to include coordinating seating that functions as a sectional. A one-arm chair, armless chair, corner chair, and an exquisite radius piece update this timeless design as sectional components for contemporary living.

Elegance rounds out the botanically inspired cast collections. Designed in 1958, this classic performer references 18th century French design. Stately and open lattice work accented with decorative acanthus leaves creates the foundation of Elegance's refined appearance. Traditional saber legs support a rectangular form that is crowned by a subtle camelback silhouette. Graceful arms are supported by intertwined serpentine detailing.

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Judicious use of color also contributes to the appeal of "all things natural." Blue cushions used on a white frame evokes memories of sky and bodies of water, while green with white communicates the fresh appeal of gardens and wilderness. Warm and earthy tones such as chocolate brown, light caramel, and even rust conjure more serene sensations.

One of Brown Jordan's great allures is in the 23 custom frame finishes and more than 130 fabrics that allow for mixing and matching to create a truly personal statement. Various colors and motifs can be incorporated into design schemes that reflect visual excitement and sophistication.

Brown Jordan is a leading manufacturer of luxury leisure furniture. Established in 1945 in Pasadena, California, Brown Jordan is known for its innovative and stylish designs in stainless steel, teak, aluminum, and woven resin. The Brown Jordan product line features more than 30 collections in a wide range of design styles. Brown Jordan has skillfully developed the finest weatherproof materials and modern manufacturing techniques to ensure product durability without compromising style, comfort, or value. Distinctive silhouettes are hand- and machine-crafted into high quality furnishings that enhance traditional, transitional, and contemporary environments.

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Corporate offices are located at 9860 Gidley Street, El Monte, California 91731. For additional information regarding Brown Jordan or its extensive line of residential and contract furnishings, please contact Lesley Roberts, Vice President of Marketing, at tel 626.433.2289, e-mail lroberts@brownjordan.com or Stephen Elton, Director of Brand Opportunity, at cell 703.625.1648 or e-mail selton@brownjordan.com.

High Point Market: The Brown Jordan showroom in High Point, North Carolina, is in the IHFC Main Building, Suite #111 on the Main Floor, telephone 336.889.9068.

Find inspiration at www.brownjordan.com

