

BROWN JORDAN

SINCE 1945

Brown Jordan Debuts Several Designs at Spring High Point 2025

Coming to the Show with New Collections and a Textile Collaboration with Kravet

(High Point, NC - April 2025) [Brown Jordan](#), the leading purveyor of luxurious outdoor furniture, is pulling out all the stops at the spring edition of High Point Market with several exciting new launches. The brand is celebrating its milestone 80th Anniversary, and to kick off the celebration, the showroom will welcome new collections and textiles (Suite M-111, Main - Floor 1).

“High Point Market is always exciting for us,” said Ben Collins, Brown Jordan President. “This spring, however, is going to be exceptional. We’re thrilled to celebrate this important anniversary with colleagues and clients by bringing some fantastic new collections to our showroom, not to mention the launch of a collaboration with our friends at Kravet.”



Huntley Collection

Inspired by the rhythmic ebb and flow of the ocean, the Huntley Collection, by Ann Maria Vering, captures the essence of coastal elegance through its sweeping curves and artful interplay of materials. A fresh take on woven craftsmanship, it reinterprets traditional weaving through extra-wide interlacing straps reminiscent of rolling waves; these weave effortlessly with sleek metal elements, striking a harmonious balance between softness and structure. Huntley invites a sense of serenity while making an architectural statement with its graceful flow, refined simplicity, and perfectly measured proportions.

Designed as a modular system, Huntley offers endless configuration possibilities, effortlessly adapting to both residential retreats and hospitality spaces. The collection brings versatility and sophistication to outdoor living with its refined coastal aesthetic and fashion-inspired details. Its fluid design invites limitless possibilities—whether gracing a private terrace, elevating a poolside retreat, or shaping dynamic hospitality spaces.

Oscar II Collection

To add to the excitement, the Oscar II Collection is on debut for the first time. The luxury assortment reimagines the brand’s award-winning Oscar design by Ann Marie Vering with a fresh take. Inspired by deconstructing woven bands of a blanket, Oscar II introduces a flat woven strap that is artfully handwoven around the iconic Oscar frame, creating a soft embrace. With a focus



on minimalism and clean lines, Oscar II offers a contemporary aesthetic that enhances the natural beauty of outdoor spaces. The metal frame is available in all Brown Jordan finishes.

- Sunbrella Suncloth straps are available in seven colors: white, spa, mica, coal, and the new pebble and sea colors. The straps are mold-and mildew-resistant, easy to clean, and block up to 98% of harmful UV rays, making them fade-resistant.
- Extruded and cast aluminum frames are durable, easy to clean, and corrosion-resistant. The powder coats provide an additional protective barrier against weather conditions and corrosion.



Kravet x Brown Jordan

Brown Jordan has partnered with Kravet, an industry leader in textiles and home furnishings, to launch the **Kravet x Brown Jordan Collection**, a comprehensive range of 40 gorgeous outdoor textiles.

Drawing inspiration from Kravet's rich archive of exquisite textiles, the collaboration successfully reinterprets classic patterns, resulting in a selection of sophisticated and versatile designs.

Thanks to the exceptional craftsmanship and elegance of the designs, this collection brings luxury to outdoor spaces.

About Brown Jordan

Brown Jordan, the American leader in luxury outdoor furnishings, has set the standard in design and comfort since its founding in 1945 by Robert Brown and Hubert Jordan in Pasadena, California. Since its inception, the company has focused on crafting high-quality outdoor furniture that seamlessly blends forward-thinking style with durability and relaxation, transforming the luxury outdoor market with its collections—celebrated as “art you can sit on.” Brown Jordan has collaborated with top designers from around the globe to elevate both private spaces and iconic locations such as the White House and The Ritz Paris. Brown Jordan products are available to both residential and commercial customers through a network of showrooms, trusted retailers, and dedicated sales representatives. With an unwavering commitment to quality, Brown Jordan continues to deliver furniture that enhances any setting with sophistication and enduring appeal. For more information, visit brownjordan.com.

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