

BROWN JORDAN

FOR IMMEDIATE RELEASE

BROWN JORDAN INTRODUCES SONORA COLLECTION

Inspired by the sculptural warmth of the Sonoran Desert, the collection extends Brown Jordan's modern heritage through line, shadow, proportion, and outdoor ease

ST. AUGUSTINE, FL, July 21, 2026 — [Brown Jordan](https://www.brownjordan.com) offers its latest collection—Sonora, a 12-piece seating series that evokes the sculptural beauty of the Sonoran Desert. Featuring strong, slender silhouettes and tonal richness, it offers a graphic, refined point of view that complements diverse outdoor settings with the clarity of the brand's modern heritage.

A Contemporary Evolution of Legacy

Brown Jordan's connection to modern design goes back to its California beginnings, when outdoor living became an essential part of how people imagined the American home. From its earliest days, the brand helped elevate furniture for terraces, gardens, poolside settings, and open-air rooms into a true design category.

Sonora carries the fundamental principles of Brown Jordan's design history forward: clarity of line, material intelligence, and a belief that furniture should feel integral to the landscape it inhabits. While the Sonora Collection pays homage to the brand's California modernist roots, it also introduces an updated contemporary rhythm, using crisp geometric profiles that balance comfort with architectural precision.



Sonora Sofa, Lounge Chairs, Swivel Rocker, Ottoman, and Chaises bring comfort and style poolside

Mastering the Art of Outdoor Living Since 1945.

[brownjordan.com](https://www.brownjordan.com)

BROWN JORDAN

Brown Jordan in Focus

“Sonora is unmistakably Brown Jordan,” said Ben Collins, President, Brown Jordan. “Mid-century modern design is a core thread in our DNA—a language of clean lines, strong proportions, and material integrity that our clients love. As we enter our ninth decade, Sonora carries that thread forward with distinct versatility and ease.”

He added, “The collection possesses a powerful structural presence while maintaining an inviting feel. It offers the high level of customization, craftsmanship, and performance our clients expect from Brown Jordan.”

A Comprehensive Seating Collection

The Sonora Collection includes dining chairs, bar and counter stools, lounge seating, motion pieces, an ottoman, a loveseat, a sofa, and a stackable chaise lounge. Across the collection, a streamlined sling base gives each piece its crisp visual structure, while optional slim cushions introduce a tailored expression of comfort.

The line is available in all 24 Brown Jordan powder coat finishes, along with an extensive range of performance fabrics and sling materials, providing a broad palette for residential and commercial projects.

While each piece functions as a standalone statement, the collection is designed to work in harmony. With Sonora, Brown Jordan continues to create furniture that belongs to architecture, landscape, and the evolving traditions of life outside.

###

About Brown Jordan

Every company with a vision for the future has an origin story. The Brown Jordan story began in Southern California, at a time when Hollywood was defining a new kind of glamour - and Brown Jordan was doing the same, pioneering modern outdoor furniture that made it stylish to live and entertain outside.

Founded in 1945, Brown Jordan has since become an iconic American brand and a leader in luxury outdoor furnishings, known for its timeless design, exceptional craftsmanship, and spirit of innovation. With a legacy rooted in quality and customization, the brand continues to shape outdoor living through a refined portfolio of collections for the finest residential and discerning hospitality environments around the world.

Learn more at brownjordan.com. Follow along on social @brownjordan1945. For all media inquiries, please contact:

Eloise Goldman
The 18 Agency
C: 914-384-4840
E: Eloise@TheEighteenAgency.com

Mastering the Art of Outdoor Living Since 1945.

brownjordan.com