

BROWN JORDAN

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BROWN JORDAN DEBUTS VERO COLLECTION AT FALL 2026 HIGH POINT MARKET, CAPTURING THE SPIRIT OF CALIFORNIA MID-CENTURY DESIGN

The 12-piece modular deep seating collection pairs clean lines with inviting comfort and lasting performance, in flexible configurations for residential and hospitality settings

St. Augustine, FL, October 13, 2026 — Brown Jordan introduces the **Vero Collection**, debuting in its showroom at the Fall 2026 High Point Market. Meaning "true" in Italian, Vero is grounded in a simple idea: Enduring design begins with what is essential.

Capturing the spirit of California mid-century design, Vero celebrates simplicity, proportion, openness, and effortless living. This modular collection with a softer point of view carries those enduring principles forward through a lighter scale, fluid lines, and a refined aluminum frame, resulting in a design that will bring elevated ease to outdoor spaces today and for years to come.



The Vero Collection takes inspiration from the laid-back luxury of its namesake, celebrated seaside retreat Vero Beach, on Florida's Treasure Coast.

True to Modern Design

"Our heritage began in Southern California, during the defining period when modern architecture opened homes to the outdoors, and we want to continue carrying the spirit, style, and ease of that era forward in a way that feels

right for today,” said Ben Collins, President, Brown Jordan. “Our customers want modular seating that adapts easily to the way they live. With Vero, each configuration feels as inviting as it is refined. And every piece is built to perform, whether at home on a terrace or in a hospitality setting.”

Comfort is central to the design. Deep residential-inspired cushioning creates an inviting, softer sit, while the collection maintains commercial-level performance for residential and hospitality projects alike.

Flexible Pieces for Every Space

Modularity is at the heart of Vero. Designed as a modular deep seating collection with configurable sectional layouts, the collection includes a sofa, loveseat, lounge chair, swivel lounge chair, and ottoman, along with versatile components such as left-arm and right-arm loveseats, armless lounge and loveseat modules, a corner, an ottoman, and a curved corner that introduces a smooth, rounded transition for more fluid layouts.

Each piece features a refined aluminum frame and is available across all Brown Jordan finishes and fabrics. At the Fall 2026 High Point Market, Vero will be on display in an inviting combination of the Shade finish with Cortina Clay Stone striped cushions, accented by patterned Clay Stone pillows.

See the Vero Collection in Brown Jordan's High Point showroom at the International Home Furnishings Center (IHFC), 209 S. Main Street, Main Floor, Space M111, as well as in their debut space at NKBA's Design Hub at Broad Hall.

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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 hospitality environments around the world.

Learn more at brownjordan.com. Follow along on social @brownjordan1945

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