

BROWN JORDAN

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BROWN JORDAN JOINS NATIONAL KITCHEN & BATH ASSOCIATION (NKBA)

One of a select group of member brands from outside the kitchen & bath categories, Brown Jordan deepens its engagement with K&B designers, establishing an additional presence in NKBA's Broad Hall Design Hub at Fall High Point Market

ST. AUGUSTINE, FL — October 13, 2026 — **Brown Jordan**, the leader in luxury outdoor furnishings since 1945, announces that it has joined the **National Kitchen & Bath Association (NKBA)**, marking an important expansion of the brand's engagement with the broader residential design community.

As one of a select group of NKBA member brands from outside the traditional kitchen and bath categories, Brown Jordan's membership reflects the continued evolution toward a more holistic approach to residential design—one in which the boundaries between indoors and out, kitchen and entertaining, and individual rooms are increasingly disappearing.

Today's designers are creating homes as connected environments, with outdoor spaces playing an increasingly important role in how people cook, entertain, gather and live. Brown Jordan's membership in NKBA provides a new platform for the brand to engage with kitchen and bath designers, architects, and other design professionals who are increasingly being asked to consider the entire home.



Brown Jordan's Huntley Collection will be on view in the NKBA space at High Point

“Joining NKBA is a natural evolution for Brown Jordan,” said **Ben Collins, President of Brown Jordan**. “Our customers and design partners no longer think about the home as a collection of separate spaces, and neither do we. Outdoor living has become an integral part of the way a home is designed and experienced. NKBA gives us

an exciting opportunity to connect with an expanded community of design professionals and contribute to the growing conversation around whole-home living.”

The relationship will extend to **High Point Market beginning this fall** when Brown Jordan will establish an additional showroom presence within **NKBA’s Design Hub at Broad Hall**, while maintaining the brand’s existing High Point showroom.

NKBA’s Broad Hall destination was created to bring together leading brands and designers across kitchen, bath, and the broader home furnishings industry through immersive product displays, education, events, and programming. Brown Jordan’s participation will bring a distinctly outdoor perspective to the space, further illustrating the growing connection between interior and exterior living.

The additional Broad Hall presence will introduce Brown Jordan to an expanded audience of kitchen and bath professionals while creating a new destination for designers to experience the brand during Market.

The new showroom will showcase an extensive display of Brown Jordan’s outdoor dining and entertaining settings. Designed to bring the comfort and style of indoor living outside, the furnishings include seating areas with cocktail tables, dining tables and chairs, and barstools and bar tables. The brand’s latest collections to be featured include [Vero](#), a new introduction at Fall 2026 High Point Market, as well as [Palmetto](#), [Huntley](#), [Solenne](#), [Luca](#), [Oscar](#), [Lisbon](#), and [Venetian](#).

“Brown Jordan has spent more than 80 years helping to define how people live outdoors,” added Collins. “As architecture and design continue to erase the lines between indoors and out, we see tremendous opportunity to bring our expertise in outdoor living into conversations happening across the home.”

Brown Jordan’s NKBA membership builds on the brand’s longstanding relationships with interior designers, architects, landscape architects, and hospitality professionals. And it reinforces the brand’s commitment to serving the design community through education, inspiration, and industry partnerships.

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About Brown Jordan: Since 1945, Brown Jordan has been a leader in luxury outdoor furnishings, known for its pioneering design, exceptional craftsmanship, and enduring commitment to innovation. For more than eight decades, the company has collaborated with celebrated designers and architects to create furnishings that have helped define the modern outdoor living category. Today, Brown Jordan continues to shape how people live, entertain, and gather outdoors through collections that combine timeless design, exceptional comfort and performance. 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](#)

About NKBA: NKBA is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS). With 55,000 members in all segments of the kitchen and bath industry, the NKBA has informed, educated, and supported the industry since the association was founded in 1963. Its mission is to inspire, lead, and empower the kitchen and bath industry through community, professional certification and learning, and events. For more information, go to NKBA.org or call 1-800-THE-NKBA (843-6522). KBIS® and NKBA® are registered trademarks of the National Kitchen & Bath Association.

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