

WHAT'S NEW

RUGGIERO TOURS ROBB & STUCKY STORES IN FLORIDA TO PRESENT HIS LATEST FABRIC FOR SUNBRELLA AND MILES TALBOTT UPHOLSTERY!



Ruggiero toured the **Robb & Stucky** stores in Florida to present his **Sunbrella** fabrics designed for interior and exterior use. The enthusiastic consumers were pleased to see new Sunbrella designs that looked like damask and silks, even velvets.

Many reacted with surprise that it had all the properties of Sunbrella easy care but with a **very soft hand**. Ruggiero also showed his **Miles Talbott** upholstery.

The stores in Orlando, Tampa and Bonita Springs hosted the events.



Kris Kolar, Style Director for Robb & Stucky conducted a television interview with Joe. This segment will be used for key television markets throughout the United States and is part of Robb & Stucky's new television campaign.

Kris was particularly interested in how **Sunbrella** fabrics perform in homes with kids and heavy traffic. Ruggiero explained his designs for **Sunbrella** make **"every room a living room."**

More discussion on how pop culture and fashion influence his color and pattern designs and that he also uses nature as inspiration for simple organic patterns.

RUFINO HERNANDEZ OWNER OF A NEW LIFESTYLE STORE HOSTS LUNCH FOR JOE!

Rufino Hernandez owner of **GARDEN DISTRICT** a beautiful new store in Naples, Florida, hosted a lunch for local interior designers to introduce Joe's latest **Sunbrella** fabrics and new collections for **Miles Talbott** and **Gat Creek**. Each designer was presented a signed print of one of



Ruggiero's art for **W.King Ambler**.

Ruggiero mentioned the art was, "suitable for framing." Rufino created a lovely setting of round tables with **Sunbrella** tote bags and a lunch of finger sandwiches and home made cookies. Ruggiero presented a slide show with video clips explaining his inspirations from travels.