

What's New

Joe Sees Red, White & Blue

Celebrating The Tenth



This April Furniture Market in High Point gave Joe the opportunity to use color in what may appear as a *patriotic way*. The red is a warmer red and the blue a deeper blue. “We had been working with **Sunbrella** to give us a deeper indigo blue and a

white /white which we are calling *Salt* in the pattern **Trax**, our number one selling pattern both indoor and outdoor. Our showroom at **Miles Talbott** was busy this market as buyers saw a more colorful showroom.” Joe & Barbara (center) celebrate!

AN EXCLUSIVE SUNBRELLA PATTERN CALLED SIGNATURE TO CELEBRATE TEN!

Joe Ruggiero has designed a new **Sunbrella** pattern called **Signature** in the color *Grey* to celebrate **ten years** of the Joe Ruggiero Brand and to give **Miles Talbott** an exclusive for this unusual design. The effect is never the same as it appears on the upholstery frame. Ruggiero’s signature has been enlarged many times to give the design



an abstract series of lines and loops that wrap around and configure to the wood frame of a chair or accent piece such as upholstered screens. “**Most fashion designers have logos on their clothing. I did not want this to be obvious but wanted it to become the basis for a pattern.**”