

## Pride Family Brands relocates Mart showroom

Accommodates expansion of Castelle and Summer Winds brands

By Laurie Rudd

WHEN THE 2009 International Casual Furniture & Accessories Market opened today, Pride Family Brands debuted not only the latest selections of its Castelle luxury handcrafted aluminum casual furniture but also a new showroom in the Chicago Merchandise Mart.

“Our showroom had grown organically over the past years with expansion into two neighboring spaces as they became available,” said Jamie Lowsky, CEO of Pride Family Brands. “We had reached a point at which no more space was available.”

In late August, a showroom did become available that would include a corner position and nearly 3,500 additional square feet of display space, all located directly next door to the current Pride showroom on the 17th floor of the Mart.

“It is a great sign when businesses are investing in expanding their presence in order to improve their position in the industry, even in tough economic times,” said John Brennen, executive vice president, MMPI. Pride Family Brands already has a great following here at The Merchandise Mart, and we look forward to their continued success in their new showroom.”

“We have been forced to display the depth and variety of our Castelle brand using the square footage we had, which has made it difficult to show our lines properly,” said Rory Rehmert, vice president of sales and marketing for Pride Family Brands and a key negotiator and coordinator of the space acquisition and move. “With this showroom relocation, we will be able to create an environment that is more in line with what the Castelle

brand requires.”

For 2010, Pride Family Brands is increasing its Castelle brand by four additional collections and nearly 100 new handcrafted pieces. Not only will the relocation pro-



Pride's Summer Winds brand will add entire line of wrought iron furniture.

vide greater display potential, but also will surround the collections in natural lighting from the 22 windows that encircle the showroom, which formerly was occupied by Meadowcraft.

The previous Pride showroom also housed a selection of product from Pride's Summer Winds brand of high quality aluminum and steel casual furniture. The brand, that has seen tremendous growth in the past season, occupied only 1,000 square feet of the previous showroom.

“We have dedicated a great deal of time and travel to building the Summer Winds brand this past year,” said Rehmert, a 30-year veteran of the casual furniture industry. “With additional sourcing and design emphasis, Summer Winds offers a huge opportunity for our customers. The relocation to the new showroom will provide the proper display space to correctly show this exciting range of our products.”

For the 2010 season, Summer Winds will debut nearly 250 pieces, including an entire line of fine wrought iron furniture. “We have sourced additional manufacturing operations that meet the Pride quality standards and will be able to supply retailers with additional options for wrought iron furniture that meet the requirements of today's consumers,” Rehmert said.

All visitors to Chicago's Merchandise Mart are invited to the all new Pride Family Brands showroom on the 17th floor, Showroom 1747, to view the innovative styling and expanding lines from Pride.

For more information about Pride Family Brands visit [www.pridefamilybrands.com](http://www.pridefamilybrands.com) or contact 954-735-9800.