
With Strong Emphasis on Luxury Styling, Skyline Design Launches Distinctive Outdoor Collection to U.S. Market

Luxury is at the heart of the Skyline Design collection, from its distinctive shoe-shaped chaise lounge to its ultra-stylish cushions and pillows. Having spent the past five years establishing the brand in Europe, the company's presentation of beautifully styled outdoor furniture is now launching in the U.S. With headquarters in Miami, the Skyline Design brand of premium quality furniture will be available to outdoor furniture dealers, interior designers and contract consultants across the country.

When Skyline Design began developing its line of outdoor furniture, the company had one goal in mind: to create high quality aluminum furniture woven with some of the best and most environmentally friendly materials such as Viro™ fiber and Rehau. Employing new manufacturing methods, Skyline Design makes it easy to acquire product quickly and affordably by addressing the industry-wide need for custom design in today's competitive outdoor furniture environment.

Interested in developing high quality outdoor patio furniture that could stand up to the wind and weather of Europe, Skyline Design partnered with Viro™ fiber from the beginning. Today this fiber has become the cornerstone of the global Skyline Design brand, a brand that showcases exceptional quality in every aspect of its business, from initial design to customer service. As executive vice-president Allen Calzadilla is proud to say, "From product development and production to the hand woven creation of the outdoor furniture, every step of the manufacturing process is in our control."

As a global corporation, Skyline Design has over 25 years' experience manufacturing wicker and rattan furniture, Calzadilla explains. When the outdoor market began to gain in strength, the company was able to take its indoor styling expertise and apply it to outdoor products. But as Calzadilla is quick to add, a considerable portion of customers consider the line perfectly appropriate for inside the home as well.

Besides an undeniable focus on comfort and design, another strong selling point for Skyline Design is its impressive and fully-stocked Miami warehouse facility, which enables the company to fill orders in a matter of days. Price points that are considerably lower than many of the more established luxury brands on the market today are an additional feature to the line. Skyline Design customers have a choice of some 300 top-of-the-line fabric selections including Sunbrella® through our association with Classic Cushions.

Skyline Design employs more than 1600 people in over six countries, so it's no surprise that the company's distribution sources are scattered around the world. Skyline Design's international trade shows are in the United States, Spain, France and Asia, while distribution is throughout Europe, the Middle East, Australia, Central and South America. The production plant for Skyline Design furniture is located in Indonesia.

As Calzadilla sees it, the company's single most important goal this year is to establish the Skyline Design brand throughout the U.S., and then grow its business considerably. "We worked hard to build the brand in Europe, and have been careful to have all of our resources firmly into place before we launched the line in the U.S.," Calzadilla explains. "Many people have already seen the product in hotels throughout Mexico and the Caribbean, and they're eager to buy it for their homes."

Skyline Design, "Luxury for the Light," can be seen at Booth #8-3050 in Chicago. "The display is a veritable 'got to have' for designers," Calzadilla says, "inspiring them to mix patterns and textures and play with various weaves and color and combine multiple designs in distinctively innovative ways." For more information on Skyline Design, visit the company's web site – www.skylinedesign.com, or call toll-free 1-877-595-4694.