

# Outdoor Furnishing Fabrics

Colour tops list

Blue predicted as best selling



Colour tops the list of the most important factors casual retailers discuss with consumers, according to Casual Living's exclusive 2016 Fabric Survey. After colour, retailers talk durability, followed by coordinating fabrics within a group. Casual designers most often discuss color, design and patterns with clients. Colour preference varies by outdoor product. Three-fourths of retailers

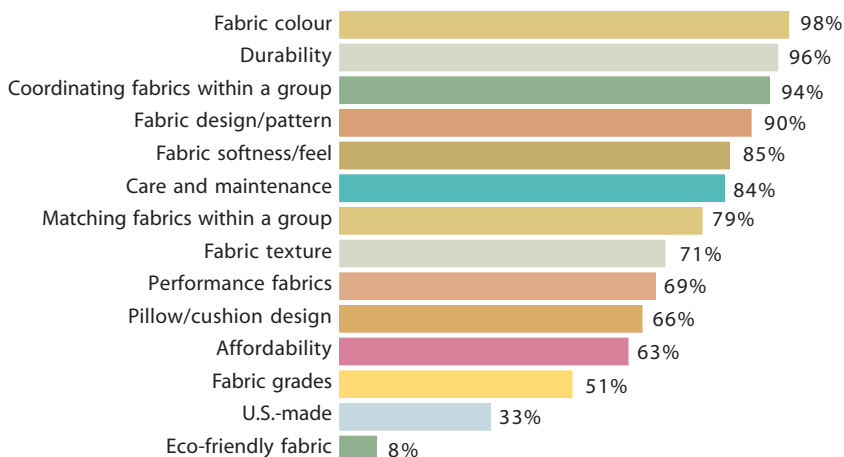


project gray to be a favorite for cushions in 2016. Brown is the leading colour for slings, according to seven out of 10 retailers.

As for pillows, 76% of retailers predict blue to be tops. Casual designers, on the other hand, expect blue to be the best-selling colour for all three products.

## HOW IMPORTANT ARE THE FOLLOWING WHEN DISCUSSING OUTDOOR FABRICS WITH CONSUMERS?

% of casual retailers reporting as important or very important



## PREFERRED FABRIC COLOURS

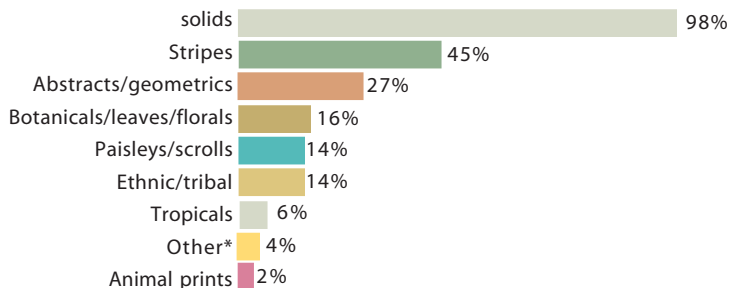
\$ in millions

	Cushions	Slings	Pillows
Grays	76%	69%	35%
Blues	67%	29%	76%
Neutrals	59%	38%	29%
Browns	49%	71%	27%
Greens	29%	27%	47%
Reds	27%	16%	55%
Oranges	25%	18%	59%
Metallics	14%	38%	22%
Yellows	8%	9%	45%

Source: Casual Living's 2016 Fabric Survey

## PREFERRED CUSHION PATTERNS

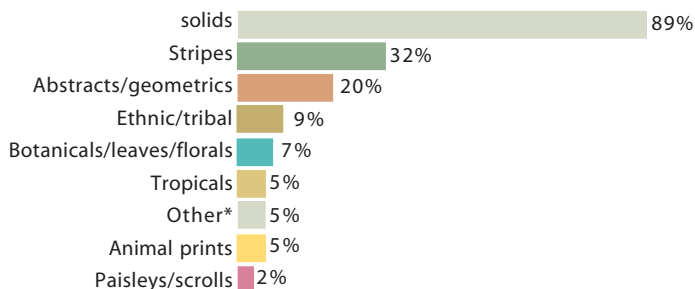
% of casual retailers projecting the pattern as best-selling for 2016



\* Includes weaves

## PREFERRED SLING PATTERNS

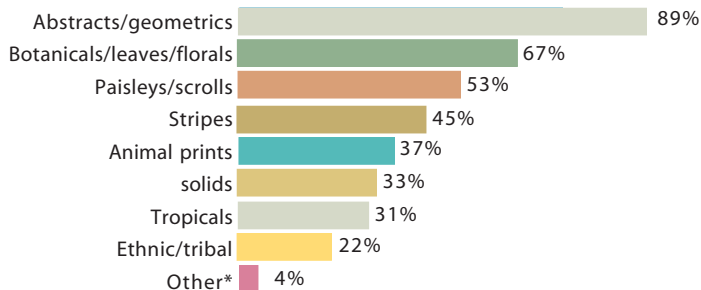
% of casual retailers projecting the pattern as best-selling for 2016



\* Includes texture and natural woven

## PREFERRED SLING PATTERNS

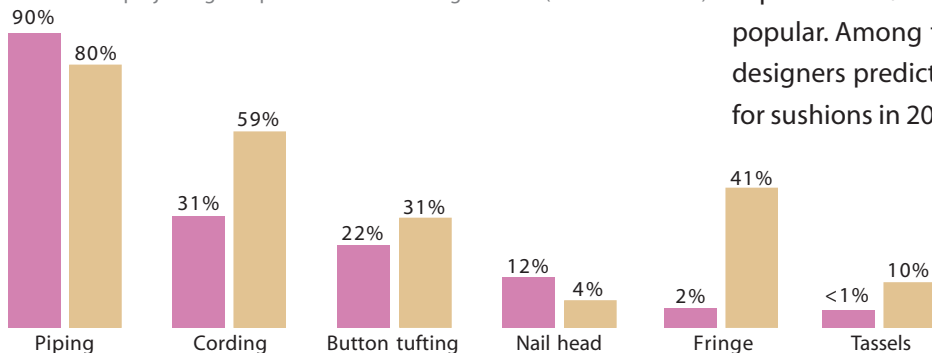
% of casual retailers projecting the pattern as best-selling for 2016



\* Includes nautical/seaside and dogs/cats

## TRIM PREDICTIONS FOR 2016

% of casual retailers projecting the pattern as best-selling for 2016 (Cushions Pillows)



Source: Casual Living's 2016 Fabric Survey

Since colour is important to consumers, fabric that does not fade is also

## CONSUMERS ASK FOR FABRICS THAT

% of casual retailers

Are fade resistant	96%
Dry quickly	88%
Are stain resistant	86%
Are mildew resistant	86%
Are water resistant	69%
Are abrasion resistant	27%
Are fire resistant	4%

a primary concern. Ninety-six percent of retailers confirm that customers ask for outdoor fabrics that are fade resistant. Fabrics that dry quickly and that are stain and mildew resistant are also at the top of the customers' List of fabric concerns, according to retailers.

A retailer in Lexington, Ky., said customers are asking about "current trends in fabric color and texture, durability, stain and sun resistance." A designer in Florida said her clients want "colour to match preexisting furniture." Retailers project solid fabrics as best sellers for cushions and slings this year. Seventy-eight percent of retailers forecast pillows with an abstract/geometrics pattern will be popular. Piping is the preferred trim for cushions and pillows, projected by 90% and 80% of responding retailers, respectively. Fifty-seven percent of retailers believe cushions that are five to six inches thick will be popular, whereas three-fourths of designers say cushion thickness of three to four inches will be the most preferred this year. 54% of a designer's outdoor furniture sales are from cushion fabrics. 38% designers believe botanicals/leaves/florals will count among favourites for cushions and 44% expect ethnic/tribal patterned pillows will be popular. Among trims, more than half of the designers predict that cording will be a best seller for cushions in 2016. ■.Source: Casual Living Survey

