

BUSINESS OF HOME

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**KNOCK
IT OFF!**

What are the
consequences
for copycats?



**DESIGN
CENTERS
UP THEIR
GAME**

THE INNOVATION ISSUE

DESIGN'S DISRUPTORS

18 VISIONARIES DEFINING THE FUTURE

The New 'It' Category

With nearly 80 percent of U.S. households enjoying outdoor space, it's no surprise that the International Casual Furnishings Association expects the outdoor furnishings category to gross \$5.5 billion by 2021. We turned to the brand standard-bearers for an inside look at the top-performing SKUs and finishes.



Ahead of the Curve

"Most of our customers live in coastal communities and spend time outdoors year-round," explains Kirsty Williams, senior vice president of design for Serena & Lily. Yet while the brand has perfected the après-beach look, it is relatively new to the outdoor category. This spring, it focused on translating its bestsellers into pieces that shoppers can actually take outside, like the Capistrano outdoor daybed (left), the resin version of an oft-Instagrammed rattan indoor favorite. "It retains all of the same graceful curves, but is constructed of sturdier outdoor materials," says Williams.

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FINISH COLORS AT MCKINNON AND HARRIS
Though neutral shades of the high-performance aluminum have long surpassed the demand for other colorways, the Virginia-based furniture company has seen a significant uptick in requests for bolder, nature-inspired green and blue hues.



PAINT THE TOWN

Powder-coated aluminum outdoor furniture in a rainbow of hues (like the Great Camp Adirondack chair, above) makes top marks at Sutherland.

BEST SELLER



LEE INDUSTRIES LONG AGO PERFECTED THE ART OF THE INDOOR SWIVEL; NOW, THE NORTH CAROLINA-BASED MANUFACTURER BRINGS THE FEATURE TO ITS OUTDOOR OFFERINGS, INCLUDING THE BEST-SELLING LIDO CHAIR.

43
YEARS

That's how long legendary architect and furniture designer Antonio Citterio has been creating award-winning product for B&B Italia. His outdoor collection, Gio, continues the winning streak—the striking range of outdoor sofas, lounges and dining sets in antiqued gray teak has been the company's chart-buster since it launched two years ago.