

For All Seasons

Consumers favor area rugs that can be used year-round, inside and outside the home. Take that, Mother Nature.

Home furnishings retailers are offering multi-purpose, indoor/outdoor area rugs to shoppers who seek to expand their home decorating themes to the great outdoors.

These all-weather, all-season floorcoverings—constructed of materials such as polypropylene, DuraCord® and olefin—are capable of enduring wear and tear in ways a standard area rug cannot.

Synthetic fibers are tightly woven during these floorcoverings' construction, so the rugs excel in stain-resistance (perfect for kitchen and dining areas), fade-resistance (perfect for outdoors) and are easy to clean.

"Keeping a [wool] rug clean is impossible for someone who suffers from allergies or has a toddler crawling around the floor," said Gwen Jones, President of Gracewood Designs.

Like conventional area rugs, all-weather rugs are a quick, effective complement to the decor inside the home. But designs made of synthetic materials that can withstand the elements boast an obvious, on-trend advantage: They enable the homeowner to bring her decorating scheme to outdoor living spaces.

"[All-weather rugs] are a focal point that dresses up outdoor furniture," said Bud Young, Vice President of Marketing for Capel Rugs. "The primary use [for this rug] is the upgrading and decorating of the exterior by adding more fashion to the outdoor space."

Retailers who carry the product are able to open a new selling category for their stores. "It's a nice add-on product, especially for outdoor furniture stores and those selling seasonal furnishings and casual furniture," Young added.

By partnering with other companies to construct indoor/

outdoor rugs, manufacturers are able to offer fashion-forward designs. For example, Capel, a resource that has been in the category for two years, has teamed up with Sunbrella® to offer indoor/outdoor area rugs with Sunbrella fabric borders.

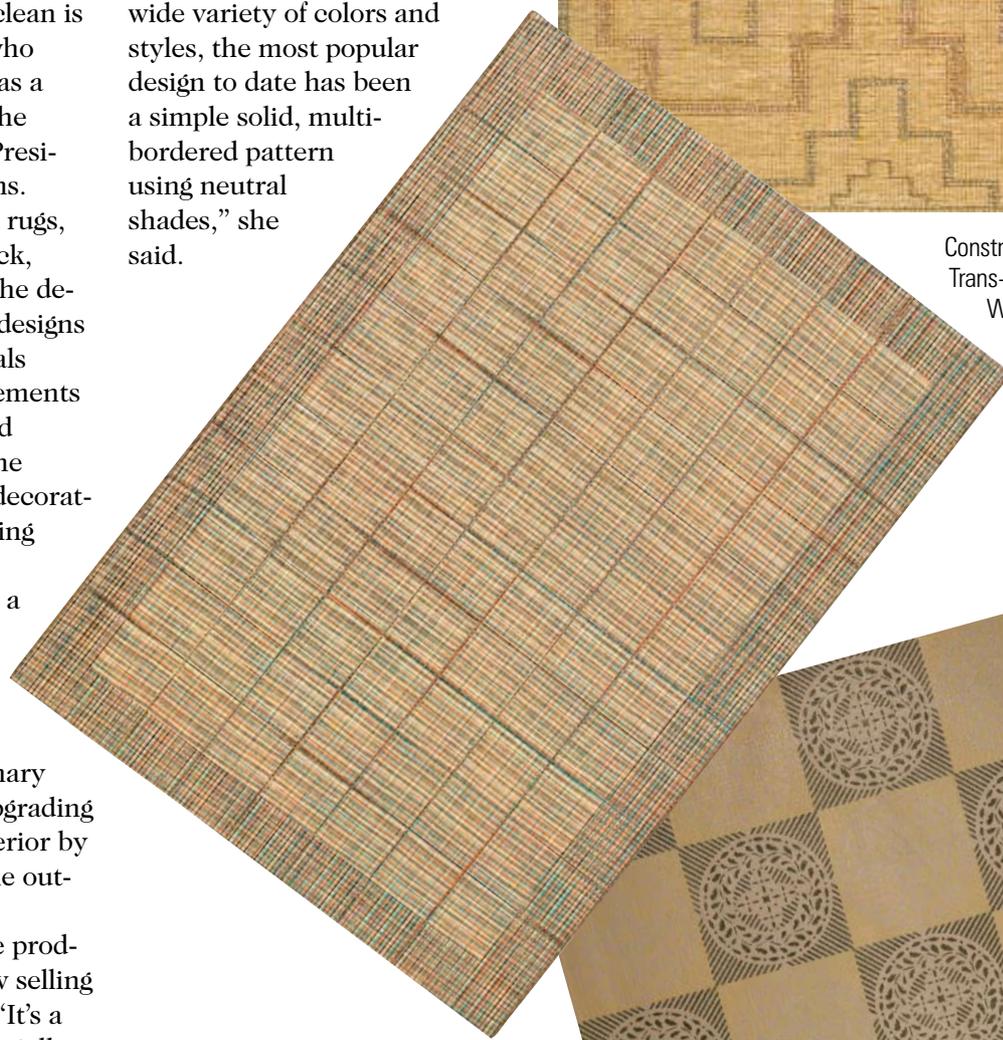
In terms of color, subtle tones, such as taupe and putty, paired with basic patterns are best-selling designs. More subdued colors complement the consumer's outdoor furniture, whose fabrics tend to have more vibrant colors and patterns, Young explained.

Laurie Rudd, Creative Director for The Hammock Source agreed. "Although we offer a wide variety of colors and styles, the most popular design to date has been a simple solid, multi-bordered pattern using neutral shades," she said.

The environment-friendly DuraCord® 9-foot-round rug (right) from The Hammock Source is solution-dyed for fade-resistance. The Cottage Court design is available in 4 feet by 6 feet, 5 feet by 8 feet and 8 feet by 10 feet sizes. **CIRCLE 322**



Constructed from 100 percent polypropylene, Trans-Ocean's Cherokee Moss rug (above) is Wilton woven in France. Part of the Liora by Liora Manné Collection, the indoor/outdoor rug is available in 12 designs and colors, and a variety of sizes. **CIRCLE 323**



Gracewood Designs' Edward Durant rug (left) has a traditional, early American design, featured here in Guilford Green, Naples Yellow and Pine Green. With five coats of polypropylene and a wax topcoat, this painted rug is recommended for eating areas, such as the dining room or kitchen. **CIRCLE 321**

Part of Capel's Finesse Collection, Dimension 700 rug (above) is constructed from 100 percent olefin. Created for high-traffic areas of the home, the Wilton woven rug is made in France. **CIRCLE 320**