

## Country Living Comes To Silver State

Silver State Inc. is delighted to welcome in 2009 with Country Living, a fresh and energetic new Sunbrella collection inspired by the pages of the magazine. This newest offering from SilverState fabrics represents a casual style reflective of comfort and life's simple pleasures. It's the design aesthetic and style America aspires to live, a focus on home and all that it embodies.

**SilverState** *fabrics*™

Country Living is exemplified by casual comfort and the personal mix of styles people love to be surrounded by. "The designs are clean; the colors are refreshing, and being presented in Sunbrella makes it uniquely versatile unlike any other fiber. With the Sunbrella performance you can use this indoors or out and know it will stand up to everyday life with children and/or pets," said Manoli Sargetakis, a principal of Silver State Inc.

"With Country Living, we are all pleased to offer a look that is both inviting and innovative. When times are either uncertain or stressful, where do we go? We always return home. Literally or figuratively, we seek the elegance of simplicity and comfort that home inspires. With the mix of patterns and colors in this collection, we have accomplished an inviting return to the comfort of home," added Sargetakis.

The color palettes of Country Living have been inspired by the outdoors –from the purest blue sky to freshly cut grass. Classic stripes, vintage florals and paisleys have all been reinvented with a fresh approach combining simple basics and whimsy bringing a modern sensibility and easy charm to indoor and outdoor living and entertaining. This collection includes exclusive patterns by artisan Jennifer Paganelli, whose style-setting designs are regularly seen in the magazine.

Even the pattern names evoke a sense of fun and relaxation. From Punched Paisley, to Daydream and Morning Floral, a pure playfulness is reflected in this performance collection.

There are 60 exciting new SKU's in the Country Living collection and 17 fresh, new patterns available.

SilverState fabrics™ offers a stunning, yet practical line of fabric and vinyl to suit a host of multiple applications: residential, commercial, healthcare, hospitality, automotive, and marine. SilverState fabrics are available in a host of textures, patterns and colors, many of which are designed to repel stains, moisture and mildew and bacteria.

Where durability and fade resistance have to balance style, exclusivity and touch, we have led the way in the use of decorative fabrics for performance applications with such recognized brands as Sunbrella® and Crypton® as well as the environmentally intelligent, Smart Life™, by Terratex®.

### **About Country Living**

Country Living is the No. 1 selling shelter magazine at newsstands. It focuses on a variety of topics including decorating, antiques, cooking, travel, remodeling, and gardens. Country Living is published by Hearst Magazines.

For further information about Country Living, please visit the Silver State fabrics website, [www.silverstatefabrics.com](http://www.silverstatefabrics.com) or call 800-453-5777.