

# Tommy Bahama®

## OUTDOOR LIVING

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### Introducing the Isle of Palms Collection *New From Tommy Bahama Outdoor Living at Market*

HIGH POINT, NC – The sophistication of outdoor living designs remains an increasingly important priority for upscale consumers. For them, the benchmarks for both styling and comfort are their interior home furnishings. As the most recognized brand in luxury outdoor living, Tommy Bahama is pleased to announce the introduction of **Isle of Palms**. The collection will make its initial debut at the High Point Market, October 25-30, 2024 in the Lexington Home Brands showroom at 1300 National Highway in Thomasville.

“Today’s mandate for interior-to-external continuity in the home furnishings category has never been greater,” said Phil Haney, President and CEO of Lexington Home Brands. “From product design, to seating comfort, to fabric customization, to the creative fusion of mixed materials, outdoor living has become a fashion business. The Tommy Bahama brand is the industry’s most respected and successful curator of luxury outdoor living, and **Isle of Palms** was developed to offer a refined approach to the casual contemporary aesthetic driving high-end interior design today.”

The collection features silhouettes with soft transitional lines, whose styling offers a captivating marriage of sustainably-sourced teak with woven elements in a light mocha coloration – adding textural interest while grounding designs with an organic sensibility. A pleasing neutral palette of fresh textile introductions feature performance fabrics with a silky hand and distinctive surface textures. The result is a portfolio whose styling will pair seamlessly with today’s casual contemporary interiors, and whose understated elegance will serve to elevate the appearance of any outdoor living space.



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The company highlights four points of differentiation offered by the **Tommy Bahama Outdoor Living** assortment: brand recognition, styling diversity, customization and in-stock inventory support.

Brand Recognition: Tommy Bahama is the most recognized consumer brand in the outdoor category, enjoying universal awareness and an unmatched reputation for design innovation and quality.

Styling Diversity: A majority of outdoor brands offer products that tend to be similar in styling, color and scale. Tommy Bahama takes the opposite approach, featuring the most diverse range of styling in the industry, with scaling suited for grand outdoor living spaces as well as modest balconies and terraces. Both are important in addressing the expectations of affluent consumers.

Customization: Deep seating designs are upholstered in Lexington's North Carolina upholstery facility by the same artisans who tailor the company's indoor products. The result is plush cushioning that is indistinguishable from fine indoor seating. With over 300 performance fabrics in the line as well as full COM capability, customization options are virtually unlimited.

Inventory Support: All Tommy Bahama Outdoor Living products are stocked in Lexington's distribution complex in North Carolina, offering expedited shipping. Custom upholstery lead times average 30-days.

**Isle of Palms** will be presented at the Lexington Home Brands showroom located at 1300 National Highway during the High Point Market, October 25-30, 2024. The showroom will be open daily from 8:00 am until 6:00 pm. Complimentary parking is available on the showroom campus and lunch is served daily.

During Market, private transportation departs every ten minutes from the Lexington Design Studio in downtown High Point to the main showroom and back, operating daily from 8:00 am to 6:00 pm or until the last guest is served. The Design Studio is located at the corner of Commerce Street and Wrenn, directly across from the IHFC building and the main transportation terminal. For more information, call 336.474.5555 or email [marketing@lexington.com](mailto:marketing@lexington.com).

## ***ABOUT LEXINGTON HOME BRANDS***

Lexington Home Brands is a global manufacturer and marketer of residential home furnishings, recognized as an industry leader in design innovation and lifestyle merchandising. With a legacy dating back to 1901, the company's diverse assortment includes wood and upholstered furniture at medium-to-upper price points across every relevant style category, from classic to contemporary. The company's portfolio of brands includes Lexington®, Tommy Bahama Home®, Tommy Bahama Outdoor Living®, Sligh®, Artistica Home® and Barclay Butera®. Products are distributed through home furnishings retailers, interior design professionals, to-the-trade showrooms and select Internet retailers. Headquartered in High Point, North Carolina, the company has showrooms in High Point, New York, and Denver. For additional information, visit [lexington.com](http://lexington.com).

## ***ABOUT TOMMY BAHAMA***

Tommy Bahama is part of Tommy Bahama Group, Inc., a wholly owned subsidiary of Oxford Industries, Inc. (NYSE:OXM). Established in August 1992, with corporate headquarters in Seattle, Tommy Bahama is the iconic island lifestyle brand that defines relaxed, sophisticated style in men's and women's sportswear, swimwear, accessories and a complete home furnishings collection. The company owns and operates over 160 Tommy Bahama retail locations worldwide, 23 of which offer a *Tommy Bahama Restaurant & Bar* or a *Tommy Bahama Marlin Bar*. The *Tommy Bahama* collection is available on [TommyBahama.com](http://TommyBahama.com) and at the finest U.S. retailers. For more information, please visit [www.tommybahama.com](http://www.tommybahama.com).

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