

Summer Classics to preview 2013 collections via Pinterest

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MONTEVALLO, Ala. — Outdoor furniture manufacturer <u>Summer Classics</u> is using the social media site Pinterest to unveil photos of its 2013 products before the International Casual Furniture and Accessories Preview in Chicago.

At noon central time July 16, the public will have an opportunity to view Summer Classics' outdoor collections before market via the <u>Summer Classics Pinterest page</u>, and before the photos are on the company's website. This is the latest endeavor by Summer Classics to set the company apart from other outdoor furniture companies in the industry.

"We are creating hybrid products and blending different materials to give a whole new look to our collections," said Keith Norton, Summer Classics VP of operations. "Using Pinterest to release our new products is part of our movement to be a totally unique company."

Highlighted 2013 products will be posted along with information about each item. In the months following the Preview show, additional pictures including Summer Classics lifestyle images will be posted on Pinterest as well.

"This is such an exciting opportunity to show customers what awaits them at the Casual Market, and to make sure that Summer Classics is on everyone's list of must-see showrooms," said Adriene LaPorte, Summer Classics director of public relations. "It is also a great way for everyone to keep up with the products they saw at the show."

The Summer Classics Chicago showroom is located in space 15-1556, and the company will debut several new collections and additions to existing collections using exclusive new fabrics and materials.

"Summer Classics is an innovator in outdoor furnishings. By releasing new products on Pinterest, which no other company in the industry has done, we're continuing to remain a leader in the industry," LaPorte said.

Read the article on the, <u>Casual Living</u>, website here.