

Backyard Beach Vibes

DESIGNER ANN MARIE VERING
PARTNERS WITH BROWN JORDAN
ON NEW OUTDOOR COLLECTION



we have stayed true to for 77 years. We come up with ideas, and we push the envelope. We twist metal, we make fabric go ways that nobody has ever really thought about."

Ann Marie Vering is the designer for Brown Jordan's new Oliver Collection. "I respected their long history, dating back to the '40s," she says of Brown Jordan. "I knew I could help fill the gap for updated designs that the company needed to appeal to the architecture and design crowd."

Vering also designed the company's best-selling Oscar and Moto collections. For the new Oliver line, she embraced the kind of carefree chic that one associates with beautiful drives along the coast in a convertible.

"The new collection was inspired by the wicker seats of the 1964 Fiat Jolly, a beach car so frivolous you immediately fall in love with it," Vering says.

In fact, Vering's favorite piece of the new Oliver Collection, available locally at Kolo Collection, is the lounge chair. "It captures the true size and essence of the curved wicker seats of the Fiat Jolly," she says.

Vering designs for a number of brands but says she prefers designing outdoor collections because there is a restraint — the limited materials that will endure the outdoor elements.

"In that restraint, you have to get really creative to do something new and unique," she says.

Which falls right in line with the company's drive to innovate and play with the materials. "She understands the scope and the breadth of the offering," says Elton.

BY HOLLIE DEESE | PHOTOGRAPHY PROVIDED BY BROWN JORDAN

At outdoor furniture company Brown Jordan, looks are everything. But that doesn't mean superficial style with no substance. What it does mean is the classic, cool look the company is known for. Everything that goes into it, from the concept to conception, is done with intention, innovation and precision. The end result is a look that is ... everything.

"The designs are subjective," says Stephen Elton, chief brand curator of Brown Jordan. "What is not subjective is innovation. New materials. Bringing new things to the industry. And the quality





Ann Marie Vering's design for Brown Jordan's new Oliver Collection was inspired by the detail work on a 1960s-era Fiat.

"She's a very deep thinker."

Elton says this collection is so different from their other offerings that it fills a previously blank space in their portfolio of lines.

"The people at Brown Jordan are wonderful, caring and thoughtful," Vering says. "I strive to make each collection a success for them. They trust me and allow me to design what I want, and I value their continued support and dedication to the design world." **NI**

At right: Designer Ann Marie Vering

Far right: Stephen Elton, chief brand curator at Brown Jordan



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