

BROWN JORDAN

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BROWN JORDAN LAUNCHES THE PALMETTO COLLECTION AT SPRING 2026 HIGH POINT MARKET AS THE LEGACY BRAND ENTERS ITS NINTH DECADE

A contemporary expression of traditional outdoor living, the 11-piece seating collection introduces sculpted aluminum frames, tailored cushions, and a distinctive cane-inspired sling for dining, lounge, and poolside settings

St. Augustine, FL April 23, 2026 - [Brown Jordan](#) introduces the Palmetto Collection at Spring 2026 High Point Market, opening a new chapter in the brand's design story as it enters its ninth decade. Long defined by its ability to shape the way we live and entertain outside, Brown Jordan continues that legacy with a collection that looks ahead through innovation in material, form, and feeling. Palmetto honors the enduring appeal of traditional design while expressing it with a distinctly contemporary point of view.

Collection Inspiration

Defined by sculpted aluminum frames, tailored cushions, and a cane-inspired sling, Palmetto draws on the romance of Low Country living and the gracious interplay between architecture and landscape. Its silhouettes carry classic forms and crisp lines, resulting in a style that brings a new expression to Brown Jordan while feeling beautifully at home within its portfolio. Crafted with an eye for proportion, detail, and material nuance, Palmetto reflects a tradition in which elegance and workmanship are inseparable.

Classic Style with a Modern Twist

“Brown Jordan has always been defined by innovation and sometimes that means reinterpreting tradition in a way that feels both familiar and entirely new,” said Ben Collins, President, Brown Jordan. “With Palmetto, we saw an opportunity to revisit a classic silhouette our clients know and love, while introducing a level of material innovation not yet seen in the marketplace.

“Our customers have long looked to Brown Jordan for iconic traditional outdoor seating, and after several years without introducing a collection in this category, there was a clear demand,” he notes. “Palmetto answers that call - thoughtfully designed to feel timeless, yet elevated through a new sling material that brings both performance and refinement. We believe Palmetto has the potential to become as enduring and recognizable as our Calcutta and Venetian collections.”

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The Palmetto Dining Collection by Brown Jordan

Customizable and Versatile Pieces

Central to Palmetto is its cane sling, offered in Cane Desert, Cane Natural, and Cane Smoke. Inspired by the look of handwoven caning, it introduces texture and visual depth. Paired with a refined powder-coated aluminum frame available in all 24 finishes and tailored cushions in all fabrics, the sling brings a nuanced material richness to the designs .

This 11-piece seating collection includes dining, lounge, and chaise silhouettes, with select pieces also available as swivels - bringing the sought-after intricacy of a well-executed outdoor swivel. Across the collection, Palmetto moves naturally from dining terraces to lounge settings to poolside, and its classic form allows it to coordinate beautifully with many designs in the Brown Jordan portfolio.

With Palmetto, Brown Jordan continues to expand and innovate as it writes its next chapter. It is the latest expression of a company that continues to set the standard for luxury outdoor living.

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Mastering the Art of Outdoor Living Since 1945.

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About Brown Jordan

Every company with a vision for the future has an origin story. The Brown Jordan story began in Southern California, at a time when Hollywood was defining a new kind of glamour - and Brown Jordan was doing the same, pioneering modern outdoor furniture that made it stylish to live and entertain outside.

Founded in 1945, Brown Jordan has since become an iconic American brand and a leader in luxury outdoor furnishings, known for its timeless design, exceptional craftsmanship, and spirit of innovation. With a legacy rooted in quality and customization, the brand continues to shape outdoor living through a refined portfolio of collections for the finest residential and discerning hospitality environments around the world.

Learn more at brownjordan.com. Follow along on social @brownjordan1945

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