# ROWE EXPANDS ALLTERIORS

*A fresh designer take on outdoor living*

### THE STORY

Rowe is extending the design language designers already know indoors into outdoor living—reimagining familiar residential silhouettes, tactile textiles and signature comfort with materials and construction developed specifically for outdoor performance.

The expansion builds on the debut of Allteriors and gives retailers and designers a more layered, residential point of view for outdoor spaces.



Allteriors Expansion Featuring

**Adler Sofa, Rothko Swivel, Noel Slipcovered Chaise**

### FIVE THINGS TO KNOW

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| **ADLER GOES OUTDOORS** | One of Rowe's most popular designer favorites debuts outdoors in four sofa sizes with an entirely new tailored slipcover. |
| **A NEW LEVEL OF OUTDOOR COMFORT** | Rowe developed a proprietary outdoor down-alternative cushion using quick-draining reticulated foam, antimicrobial signature fiber and water-resistant barrier linings. |
| **ROTHKO + NOEL JOIN ALLTERIORS** | The best-selling Rothko swivel chair and Noel Slipcovered Chaise bring recognizable residential forms into outdoor settings. |
| **47 OUTDOOR PERFORMANCE FABRICS** | Twenty-one new textures join the original 26, including patterns from Sunbrella Interiors and new PARA textiles selected by the Rowe team in Italy. |
| **READY FOR SPRING 2027** | The new Allteriors introductions are expected to be ready to ship by the end of 2026. |

*"We're taking silhouettes, comfort and textiles that designers already associate with Rowe and developing them to live beautifully outdoors."*

**— Bobby Robinson, President of Rowe Furniture**

### EDITORIAL ANGLES

Indoor-to-outdoor design • Residential outdoor comfort • Designer-favorite silhouettes • Textile direction

### PRESS ASSETS

View Complete Press Kit

Full release • Hi-res photography • Product details

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# ROWE EXPANDS ALLTERIORS WITH A FRESH DESIGNER TAKE ON OUTDOOR LIVING

**HIGH POINT, N.C. —** Following the debut of Allteriors, Rowe Furniture is expanding the collection with a new assortment that brings some of the brand's most popular designer-favorite silhouettes, signature comfort and relaxed, organic aesthetic into the outdoors.

The latest introduction builds on the foundation established with the Allteriors debut, further defining a collection that looks and feels distinctly Rowe. Rather than treating outdoor as a separate design category, Rowe is reimagining familiar interior forms for life beyond the walls of the home — pairing residential silhouettes and tactile textiles with materials and construction developed specifically for outdoor performance.

"We didn't want Allteriors to feel like Rowe suddenly decided to make outdoor furniture," said Bobby Robinson, President of Rowe Furniture. "We wanted it to feel like a natural extension of who we already are. We're taking silhouettes, comfort and textiles that designers already associate with Rowe and developing them to live beautifully outdoors. As the assortment takes shape, it's becoming a very fresh interpretation of outdoor living."

At the center of the expansion is Adler, one of Rowe's most popular designer favorites. Adler will make its outdoor debut with an entirely new tailored slipcover — a first for the collection. Available in four sofa sizes, it retains the relaxed proportions and residential character of the original while being engineered specifically for outdoor use.

The introduction also marks an important new product development for Rowe: a proprietary outdoor down-alternative cushion designed to preserve the soft, inviting comfort associated with the brand's indoor upholstery. The cushion combines best-in-class outdoor materials, including quick-draining reticulated foam, a silky antimicrobial version of Rowe's signature fiber and water-resistant barrier linings.

"Comfort was something we were not willing to compromise just because the product was moving outdoors," said Tonya Fischer, Sr. VP of Merchandising for Rowe Furniture. "We started with the way we wanted the cushion to feel and then selected the best outdoor materials we could find to deliver that experience. The goal was to create something that performs outside but still feels unmistakably Rowe."

The expansion also includes the Noel Slipcovered Chaise, another designer favorite reinterpreted for outdoor living. Its relaxed, residential silhouette makes it equally suited for a poolside setting, a covered porch or an intimate backyard retreat.

The best-selling Rothko swivel chair brings one of Rowe's most recognizable designer-favorite forms into Allteriors. Its sculptural silhouette, effortless swivel and choice of slipcovered or non-slipcovered upholstery give designers a fresh, residential alternative to conventional outdoor accent seating.

Textiles play a major role in shaping the growing Allteriors assortment. Beautiful patterns from Sunbrella Interiors lead the new offering, bringing sophisticated pattern, scale and color to outdoor spaces while delivering expected performance. The assortment is further elevated by new fabrics from PARA, the European outdoor textile specialist, including linen-inspired textures personally selected by the Rowe team during a recent design trip to Italy. Together, the introductions bring a more layered, residential point of view to outdoor upholstery.

In total, 21 new outdoor textures join the 26 introduced with the original Allteriors debut, creating a growing library of 47 outdoor performance fabrics. The assortment reflects Rowe's signature relaxed, livable luxury through organic texture, natural influences, layered pattern and nuanced residential color.

"The opportunity with Allteriors is to make outdoor spaces feel every bit as considered as the rooms inside the home," said Laura Mabe, VP of Creative for Rowe Furniture. "We're approaching the collection

through the same lens we use indoors — beautiful silhouettes, relaxed tailoring, tactile layers and a natural palette. Then we're engineering those ideas for outdoor performance."

With this second introduction, Allteriors continues to take shape as a distinctive expression of the Rowe lifestyle — one built around the idea that outdoor spaces should feel collected rather than coordinated, and every bit as comfortable and considered as the rooms inside the home.

All new Allteriors introductions are expected to be ready to ship by the end of 2026, allowing retailers and designers to feature the expanded assortment for Spring 2027.

**About Rowe Furniture**

Founded in 1946, Rowe Furniture is an American upholstery brand known for design-forward furnishings, extensive customization and domestic craftsmanship. Through a growing assortment spanning upholstery and complementary home categories, Rowe creates relaxed, livable designs for how people live today.

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