

# FRESH AIR

Brown Jordan remixes its classic collections, once again setting a high bar for outdoor furniture.

BY HELENA MADDEN



Richard Frinier's Venetian collection, seen here at the Ritz hotel in Paris, remains a mainstay for Brown Jordan years after its debut in the 1980s. [brownjordan.com](http://brownjordan.com)

When it comes to outdoor living, a few prolific designers immediately come to mind—the names that shaped the patio-and-gazebo aesthetic into what it is today. Chief among them is Richard Frinier, whose most notable works include a handful of collections for Brown Jordan. “He’s one of the more intellectual designers I’ve ever worked with,” says Stephen Elton, the company’s chief brand officer. “He’s really good at innovation and pushing the envelope.”

That rule-breaking spirit—one that Brown Jordan has exemplified since its founding in 1945—is exactly what propelled Frinier to create the Venetian collection for the brand in the 1980s. Characterized by X-shaped backs and armrests capped with a scrolled flourish, Venetian brought a neoclassical aesthetic to the great outdoors. With it, Brown Jordan had for the first time successfully rendered this type of Renaissance-style look in aluminum—a more lightweight and rust-resistant alternative to iron. Marrying material with ambition was a challenge but ultimately paid off, as Venetian has become an in-demand staple, gracing the patio of the Ritz hotel in Paris, among others.

Years before Venetian, Brown Jordan had already made waves with Calcutta. That collection similarly rendered a classic aesthetic—in this case, Chippendale influences—in cast aluminum and required a bit of innovation on the manufacturing front: Designer Hall Bradley even used a real piece of bamboo for the first castings to achieve the right look and feel. It quickly became a top seller and found its way to the iconic Breakers hotel in Palm Beach, where groups of Calcutta armchairs set the stage for, say, mingling over drinks.

Not one to rest on its laurels, Brown Jordan is adding another layer to both collections this season, casting the frames in bold new colors, including a bright canary yellow, a soft sky blue, and a moody forest green. It’s another example of the brand pushing the boundaries of both its craftsmanship and creativity. “We don’t manufacture outdoor furniture,” Elton adds. “We create outdoor art that you can sit on.” ■

TOP RIGHT: THE BREAKERS PALM BEACH



Brown Jordan's Calcutta armchairs, at the Breakers hotel in Palm Beach.



Venetian's neoclassical scrolled arms have helped make the line one of Brown Jordan's top sellers.



New colorways include a bright canary yellow.

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