

What's New for 22 – Cues from Inside the Casual Market Chicago

Award-winning pool and outdoor living design expert, Ryan Hughes of Tampa, Florida's Ryan Hughes Design Build, visited the market and shares his insight from a pool perspective.

From innovation to automation, from designs to décor items—all for outdoor living—the 2021 Casual Market Chicago was the destination for an inside look. Award-winning pool and outdoor living design expert, Ryan Hughes of Tampa, Florida's Ryan Hughes Design Build, visited the market and shares his insight from a pool perspective. With a year that was challenged only by an unprecedented flow of business, Hughes was on the lookout for outdoor furnishings and accessories to dress client projects and an expanded design center.

“Our clients look to us to be a leader in not only our pool designs but in creating the total outdoor experience,” said Hughes. “This market delivers exactly that.”



(Photo provided by TUUCI.)

Automated Shade...

“TUUCI is a staple within most of our projects,” said Hughes. “TUUCI’s automated cantilever umbrella elevates outdoor living with its convenient push button operation. We place shade within our pools as much as around and the smart lighting feature extends the use of the total outdoor space.”

Also featured in the TUUCI showroom was the Solanox Cabana with an automated louvered roof. (pictured top) This architectural shade with custom configurations delivers “elegant shelter” and optimal outdoor comfort. (www.tuuci.com)



(Photo provided by MAMA GREEN.)

Unique and Mixed Materials...

While automation was on display in many showrooms, simplicity and sophistication were equally exciting.

“MAMA GREEN’s products bring a unique counter-design to the other lines that we carry,” said Hughes. “We see their collections, like the Bondi, as fun and contemporary and a fresh addition to outdoor spaces.” For 2022, Mama Green introduced The BONDY Adirondack Sun Lounger High Back with its sturdy powder coat aluminum frame, seat of reclaimed teak slats and back of weatherproof Batyline mesh. (www.mamagreen.com)



(Photo provided by Elaine Smith.)

Cashmere Comfort.

To add personality and comfort to exterior spaces, outdoor durable pillows and cushions are a favorite. A go-to brand for Hughes is from Elaine Smith with her unrivaled handcrafted details as well as soft textures like boucle, chenille, or terry. This market, Elaine's outdoor cashmere especially caught the attention of Hughes as well as other outdoor living experts.

“We had the pleasure of meeting Elaine this market, said Sozan Hughes, designer, Ryan Hughes Design Build. “Elaine and her team are always on trend and deliver the most colorful fabrics and designs. The outdoor cashmere pillows are another example of this.” (www.elain smith.com)



(Photo provided by Ledge Lounger.)

Fluff and Flare.

When it comes to in-pool comfort, for Hughes, Ledge Lounger is a perennial favorite. During the market, the designer oversized floating bean bag or “Laze Pillow” was especially exciting. “We loved the Laze Pillow and its colorful fabric options,” said Ryan Hughes. “This is a perfect example of how outdoor accessories can bring a fashionable flare to the feel of a pool.” (www.ledgelounger.com)



(Photo provided by Brown Jordan.)

Architecturally Awesome.

From industry leader, Brown Jordan, the Hughes team especially liked the Moto Collection designed by award winning architectural designer Ann Marie Vering. “We loved the industrial and modern look of Moto,” continued Hughes. “We feel it will be a popular design for our high-end clientele with its

masculine low-profile frame and soft padded removable upholstered panels in neutral hues.”
(www.brownjordan.com)



(Photo provided by Castelle by Tropitone.)

Faux Wood Style.

Mid-century modern styling also is popular for Hughes’ projects and during the 2021 Casual Market, one that caught the designer’s eye was from cast and extruded aluminum manufacturer Castelle. The Berkeley collection’s carved wood-look motif delivers a sophisticated mid-century modern coupled with Castelle’s comfort seating. “We find that Castelle provides one of the most comfortable cushion outdoor products available,” said Hughes. (www.castellefurniture.com)

Outdoor living is sure to shine in 2022 with exciting styles and personality from a pool-perspective.