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DISCOVERIES



Clockwise from below: RH chairman and CEO Gary Friedman (left) and David Sutherland flank a reedition of a John Hutton chair, from their collaborative Costa collection of textiles and teak furnishings. Chaise longues. A dining table and chairs. Cushions made of Perennials fabrics inspired by an Italian resort.



DEBUT

PARTNERS IN STYLE

RH and the Sutherlands team up on a versatile range of outdoor fabrics and furnishings

Gary Friedman, the chairman and CEO of the RH home-furnishings empire, is an unabashed perfectionist. Ditto Ann and David Sutherland, the Dallas-based couple behind two of America's style powerhouses—the to-the-trade David Sutherland furniture showrooms and Perennials fabric company. That shared trait has fostered a growing collaboration between the Sutherlands and RH, a firm known for partnering with like-minded designers, artisans, and innovators. Or, as Friedman puts it, “people who believe in leading, not following.”

Launching in March, RH's Costa collection of patrician outdoor furniture and

weather-resistant textiles marks David's first foray into the retail market with RH. (Ann and her Perennials team have been working with Friedman for three years.) The 32 pieces—chairs, tables, chaise longues, sofas, and more—expand on a Sutherland line that was devised nearly a decade ago by the late John Hutton, an inventive classicist who produced designs for the company for years. Employing dramatic beaded detailing inspired by deeply carved antique picture frames, the collection, David explains, “has a strength and simplicity that are a great complement to RH's current offerings.”

Ann, meanwhile, has developed a fresh selection of striped textiles for RH sparked by the sun-drenched Italian Riviera resort

town of Portofino. The sprightly cushions, decorative pillows, and outdoor curtains are made of solution-dyed acrylic, which shrugs off fading, stains, and mildew. (Coordinating totes and plush cotton towels are also offered.)

While the Costa collection is as elegant as any of the Sutherland lines made solely for decorators and architects, achieving that level of refinement at a lower price point proved to be a significant challenge. Says David, “It was necessary to rethink the sourcing and find suppliers who could live up to the quality that we require. Gary has taken on the incredible task of educating the consumer. He is focused on seeking out good design and making it affordable to a market that our showrooms could never have expected to reach.” rh.com

—ROB BRINKLEY