



## AUGUST 2020 OUTDOOR ROOM ISSUE

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## EDITORIAL FEATURES

**Excellence in Outdoor Room Design** – Make no mistake, the trend that we call Outdoor Room, or Rooms, is the most relevant trend to those of us in the hearth, patio, and barbecue industries. In fact, it's tailor-made for all of us – and in particular for our customers. So, once again, Hearth & Home has invited specialty retailers, manufacturers, builders, designers, architects, and landscape architects to share their best designs with all of us.

**Elements of the Outdoor Room** – There's a wide variety of new products available that will stimulate your interest, and attract your customers. Whether it's a captivating design for a fire pit or fireplace, a gorgeous fabric to go with your patio furniture, any of a myriad of new barbecue accessories, or an even larger parasol to protect from the rays of the sun – manufacturers continue to create and innovate.

**Retail Penetration** – Not every specialty retailer carries all products that make-up a perfect Outdoor Room (but, boy, do we wish they did!). Every year at this time, Hearth & Home surveys its specialty retailers to determine what percent of them are carrying which products. In short, we're taking the pulse of the retail segment of the industry.

**The Outdoor Room Trend** – In the late '90s, a trend emerged in California (of course!) that became the Outdoor Room. It went from there, to Arizona, to Texas, then to Florida. By then Lehman Brothers collapsed and everyone was staying home (remember staycations?). Well, they got bored and decided to turn their backyard into a social setting. Outdoor Rooms took off! In August, Lisa Readie Mayer will update that trend to 2020.

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