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Arden Companies partners with Bombay to launch Bombay Outdoors, a curated outdoor living product assortment.

Bingham Farms Michigan—Arden Companies has aligned with The Bombay Company, a leader in globally-inspired, classic furniture and home décor in a first ever licensee partnership in the outdoor living category.

“A Journey to your own backyard” is the Bombay Outdoors unique tagline that will set the stage for the product introduction to market in 2015. The assortment will include organically designed outdoor products, including outdoor furniture, cushions and pillows, lanterns, decorative garden accessories, planters and much more.

“We are proud to be offering a globally-inspired outdoor assortment”, said Belinda Byrd, Vice President of Bombay Outdoors. “Because there has been such attention to detail, each of the elements in the collection blends seamlessly together to create an inviting yet distinctive outdoor living space that we feel our customers will truly enjoy,” said Byrd. With these categories, Bombay Outdoors is creating a complete lifestyle brand that will inspire a sense of well-being by redefining the outdoor living experience and offering distinctive, timeless designs with eclectic elements and unexpected details.

This first ever outdoor living assortment for the brand will feature many original designs with unusual yet elegant finishes and textures, which are exclusive to Bombay Outdoors.

“We are extremely excited for what the future holds for Bombay and Arden. Our team is gleaning information from the past, present, and future to guide our quest in providing sustainable quality, beauty, and function to our Bombay Outdoors products,” said Cecil Kears, President of Arden Companies. “With these categories, we truly believe Bombay Outdoors to be a destination brand of outdoor products that our customers will want as a part of their backyard journey,” said Kears.

Arden Companies is one of America’s leading manufacturers and marketers of outdoor products with 50 years of industry experience. Headquartered in Bingham Farms MI, Arden maintains operational centers in Fort Wayne Indiana, Amarillo Texas, Rancho Cucamongo California, and Sanford North Carolina with two international locations in Gongming Town, Shenzhen City, China and Taipei, Taiwan.

For more information on Bombay Outdoors, visit www.bombayoutdoors.com and ardencompanies.com.