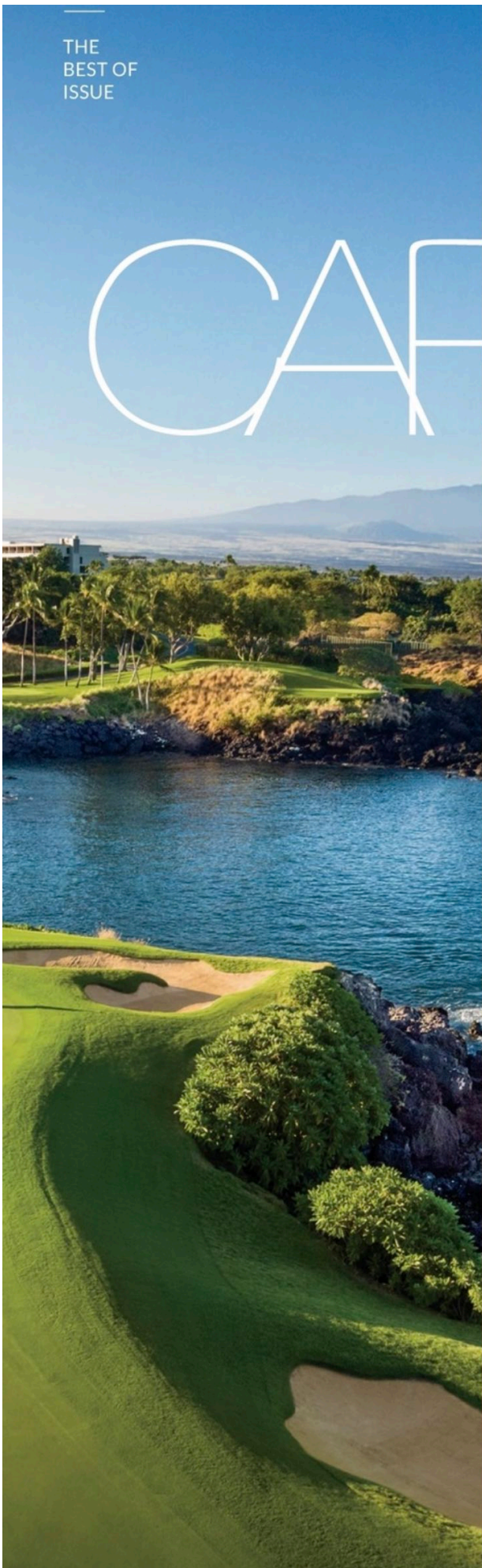


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SPOTLIGHT

GLAMOUR. CHARISMA. CELEBRITY.

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Santa Barbara Designs pays homage to the iconic work of Slim Aarons, one of the most famous photographers of the 20th century. Aarons (1916-2006) portrayed high society, aristocracy, authors, artists, and business tycoons in their own surroundings, often-times poolside where pops of color from eye-catching patio umbrellas became focal points unto themselves, almost as famous as the people that surrounded them.

In his own words, Aarons loved to photograph 'beautiful people in beautiful places, doing beautiful things.' For Outdoor 2021, Santa Barbara Designs re-imagines several stand-out umbrellas in 'those beautiful places surrounded by those beautiful people' in its 2021 Slim Aarons American Icon Collection. The collection borrows from the following Aarons photographs: Poolside Gossip-Palm Springs, CA 1971, Chateau Saint-Martin-Cote d'Azur, France, 1986, La Concha- Acapulco, Mexico, February 1975.

Perhaps his most famous photograph, Poolside Gossip, displayed the epitome of midcentury glamour in Palm Springs at the Kaufmann Desert House. Designed by Richard Neutra, the house is the backdrop for a fashionable Canary Yellow two-tiered patio umbrella surrounded by beautiful people in bell bottoms and midriff tops engrossed deep in 'poolside gossip.'



La Concha Paseo® Umbrella in new Cabana Aqua Dot fabric with Mirasol valance and White bullion fringe.



Poolside Gossip Paseo Umbrella in Jungle Green with Palm Springs Modern Valance.

Celebrating its 40th year in 2021, Santa Barbara Designs umbrellas utilize high performance, marine grade, and weather tested materials to withstand even the most extreme weather conditions. As always, crafted in California, made in America.

For more information visit
www.santabarbaradesigns.com
or call 800-919-9464.

Opposite page: Poolside Gossip Double Decker® Umbrellas in Cornsilk and Cabana Yellow Stripe with NEW Palm Springs Modern Valance.



4  YEARS

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