

Features

6/1/2018

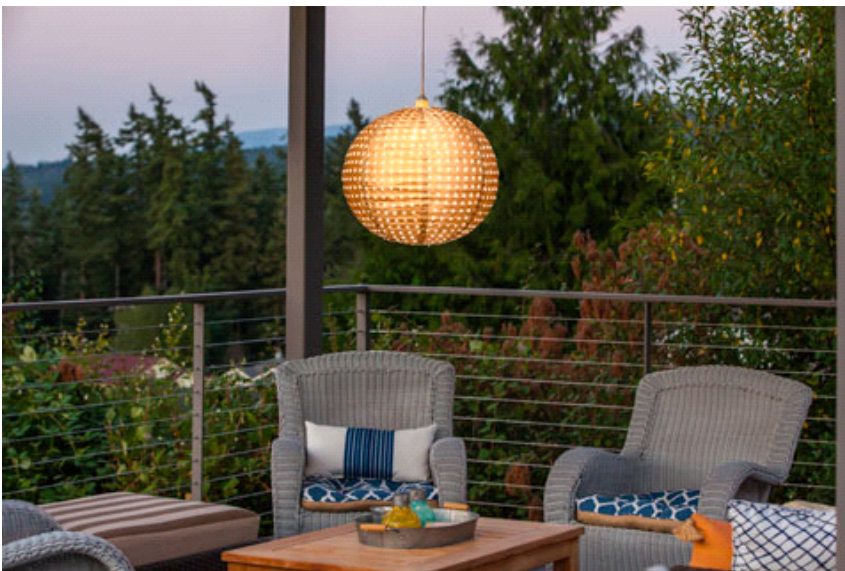
Brighten Up the Night

Jennifer Polanz

Whether it's the front porch or the back patio (or somewhere else tucked away in the garden), consumers want to be able to enjoy their spaces for longer. As the outdoor room becomes more sophisticated, so do the lighting options for illuminating those relaxing evening moments. There are more options than ever, but Jamey Allsop, head of the Home & Garden division of Allsop, says string and hanging lights seem to be the most popular.

"As far as trends go, string lights still seem very prevalent," Jamey notes. "I am noticing a movement toward a more organic look throughout in outdoor lighting, too. It seems that lighting that utilizes wood or ceramic with a pop of metal for a more natural look are trending."

Here are a couple of options for lighting up your outdoor décor sales:



(Pictured above) Allsop Home & Garden's new Stella Nova indoor/outdoor pendant lighting. The new lamp series features durable Tyvek fabric combined with an intricate punching pattern that can be used in any setting. This isn't a solar light, though, like some of Allsop's other offerings. This lamp has a UL rated indoor/outdoor cord and socket optimized for standard E26 LED bulbs. Sold with an outdoor kit, an optional indoor cord kit with dimmer switch will also be available at launch.



(Pictured above) Kitras Art Glass is a Canadian company that specializes in beautiful blown glass pieces, including solar glass ornaments for the garden. This display from AmericasMart in Atlanta shows multiple styles, including the Van Glow Solar Light. When the solar battery is charged, the ornament will provide six to eight hours of light.



(Pictured above) When it comes to unique string lighting, the Enbrighten Seasons Café Lights from Jasco provide multi-color, commercial-grade, linkable LED lighting in either 24-ft. or 48-ft. strands. These lights feature more than 120 color combinations that the user controls with a wireless remote. They can choose vintage white, one color or any two-color combination and a variety of preset effects. **GP**