

FOR IMMEDIATE RELEASE  
CONTACT: Sheila Longo, (941) 355-3006

---

## HOME RESOURCE SELECTED FLORIDA GULF COAST RETAILER FOR DEDON

---

SARASOTA, FLORIDA – Home Resource of Sarasota, Florida, has been selected as the Florida Gulf Coast retailer for DEDON, a high-end outdoor furniture company based in Lüneberg, Germany, with manufacturing facilities on Cebu island in the Philippines.

DEDON features the proprietary DEDON fiber, a luxurious textile that is weatherproof, durable, environmentally friendly, and supple enough to be woven into the artful patterns of the world's most skilled weavers, opening new realms of possibility for outdoor furniture.

Home Resource carries a range of DEDON lines, from classic pieces such as the Orbit canopied loveseat and Hemisphere lounge chair, both by acclaimed designer Richard Frinier, to the latest collections such as Play With DEDON by Philippe Starck, one of the most well known designers in the New Design style. Other DEDON lines in the Home Resource showroom include Lounge, Panama, Seashell, Slim Line, Barcelona, and the new Tribeca line by Frinier.

“We are confident our relationship with DEDON will perpetuate Home Resource's reputation for showcasing the world's leading and most exciting furniture brands,” said Michael Bush of Home Resource. The downtown Sarasota retailer has a separate showroom for outdoor furniture in its 7,000-square-foot store.

The leading contemporary furniture retailer on Florida's Gulf Coast, Home Resource was established in 1995 and has been owned by Kathy and Michael Bush since 2003. Showcasing the latest designs from around the globe, the design team of Home Resource creates the sophistication and contemporary flair that reflect its customers' lifestyles. Home Resource is recognized for its unwavering commitment to customer satisfaction, stellar client reviews and ability to present design as a state of mind, not just objects in a room.

DEDON is a 20-year-old company which was the first to weave synthetic fiber into luxury outdoor furniture designs. It was founded by Bobby Dekeyser, a former Bayern Munich soccer goalie, who developed with his uncle, Seppi Hummer, an ingenious synthetic fiber. The fiber is supple yet strong, natural in appearance, and completely resilient to the elements. Attending a furniture exhibition in Cologne, Germany, Dekeyser met with destiny when he happened upon the exquisitely woven wicker furniture from Cebu island in the Philippines. What if, Dekeyser wondered, the same weavers who created these pieces were to use his proprietary fiber instead of traditional rattan? Six days later, Dekeyser was on a plane to the Philippines with a roll of DEDON fiber slung over his shoulder, and the rest is history. For more of the DEDON story, please visit [www.dedon.de](http://www.dedon.de).

The Home Resource showroom is located at 741 Central Avenue, Sarasota, Florida 34236.

For more information, please visit [www.homeresource.com](http://www.homeresource.com).

---

For more information about Home Resource, or to schedule an interview with Michael Bush, please contact Sheila Longo at (941) 355-3006 or [sheila@thomasbrannan.com](mailto:sheila@thomasbrannan.com).