

Chameleon Chair®
C O L L E C T I O N

Take Note Fashionistas! The Previously Overlooked Role of the “Chair” Is Taking Center Stage in This Season’s Wedding and Special Event Line-up

**The Designers of Chameleon Chairs, the Industry’s Premiere Chair “Stylists”,
Announce their 2012/2013 Event Décor Predictions**

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Beverly Hills, CA (July 23, 2012) – The bridal gown. The floral arrangement. The music selection. The table centerpiece. These are important elements to the “look and feel” of any wedding or special event design, but this upcoming season, brides-to-be and event planners will find there’s a **new style trend** taking an important “seat” at the table...*The Chair*. That’s right, the Chair. For years, the chair has been overlooked – a last minute thought for wedding and event planners. Today, it is taking center stage and making a statement with bold, vibrant colors; breakthrough fabrics and textures; and design “eye candy” that elevates the event presentation to a whole new level. Stylists are quickly finding that functionality can be beautiful and create a major impact.

When it comes to the Chair, the **“must-have” guest** for this season’s wedding or special event is the coveted **Chameleon Chair**. Chameleons have been seen at A-list weddings, celebrity parties, corporate events and movie premieres, as well as the Academy Awards® Governor’s Ball, and has seated high-profile personalities such as Brad Pitt, Angelina Jolie, George Clooney and Jennifer Aniston.

Living true to its namesake, Chameleon Chairs can literally morph into any design that reflects every bride or host’s “individuality.” Their signature looks couple high-style and affordable pricing creating design masterpieces that reflect trendsetting color palettes with original themes from around the globe.

According to Chameleon’s Vice-President of Development and leading Stylist, Teri Rudin, chair designing is an inspired art. “I pull textures and styles from everyday life, but ultimately, it’s all about embracing designs that are *timeless*.”

*This week the event stylists at Chameleon Chair (www.chameleonchair.com) released their **Design Trends for the 2012/2013 season**, reflecting the most contemporary looks sure to be seen in ballrooms, under the event tent, and in hotels and venues across the U.S. (For correlating photo samples, please visit the Chameleon website – www.chameleonchair.com.)*

Trend #1: Nature themes will play prominently throughout the year and into 2013.

Laurie Pressman, Pantone's Vice President of Fashion, Home and Interiors, predicts that "blues and browns" – the color of the natural, especially coastal, landscape – will dominant next year's color palette. In addition, "peaceful neutrals will be strong next year, with greater intensity than in the past" – giving the landscape tones a more dramatic role to play in the event color scheme. Chameleon integrates these trends into a bohemian vibe of burlap, shells and flora that add an understated simplicity and beauty to even the most elaborate wedding table.

Trend #2: Vibrant colors will emerge from floral bouquets to blossoms in the 2012/2013 season.

Pantone's Pressman adds that there will also be "a growing influence of yellow – and, along the same line, that orange shades will be happy and bright" making them a stand-out from the crowd. She also sees "Pink, red's sister, continuing to make itself known" and playing a more visible role in the coming season.

Rudin suggests Chameleon's Classically Elegant Chloe design, which is available in an array of the season's most coveted colors, and is newly available in a pink blush and beige. She adds, "For the bride who may feel a bit more daring, a delicate floral lace overlay is the perfect complement for a cushion in passionate fuchsia, lively tangerine or vibrant yellow."

Trend #3: There will be a continued "back to the basics" trend, embracing simple elegance.

For the modern bride whose aesthetic is minimalist or more tailored, Rudin offers custom-fitted suede chair covers in a rainbow of colors. To make it "her own," a bride may add a rhinestone-accented belt or floor-length skirt.

Trend #4: This season's wedding table also will welcome more creative looks that reflect individual tastes.

Rudin *always* remembers the less traditional bride, with her own distinctive style, and recommends an edgy patent leather or reptilian chair cover to complete her design story.

She also reminds brides to never underestimate the importance of seating. Rudin believes that "Chairs should heighten the detail and drama of the event setting." She adds, "When budgets are limited, remember that the strong silhouette of Chameleon Chairs can infuse a room with bold color or a big dose of glamour and elegance."

For more information about the Chameleon Chair Collection, please visit www.chameleonchair.com or call (310) 787-9200. Chameleon Chairs are available for direct sale from the company or rental through the company's exclusive distributor, Classic Party Rentals, the nation's leading full service event rental company.

About Chameleon Chairs LLC

Chameleon Chairs LLC is a respected designer and manufacturer of versatile stacking chairs created to meet the ever-changing demands of the special events market. The Company does business as the “Chameleon Chair® Collection” and manufactures its proprietary products including its most recognized offering, the Chameleon Chair®. Chameleon has filed for patents covering its new products and rental methods, including its transportation system. On November 1, 2011, the United States Patent Office issued U.S. Patent No. 8,047,607, which protects the structure of Chameleon’s iconic and novel Chameleon Chair. The Company has also received federal trademark registration for the names “Chameleon Chair” and “Chameleon Chair Collection.”

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