

THE  
**DEEDON**<sup>®</sup>  
BRAND

**20 YEARS.** IT'S NOT A LONG TIME, AT LEAST NOT IN MOST BUSINESSES. IN OURS, THOUGH, IT'S PRACTICALLY FOREVER. THAT'S BECAUSE, SIMPLY PUT, THERE WAS NO BUSINESS IN WOVEN OUTDOOR FURNITURE BEFORE DEDON CAME ALONG. THE FIRST TO WEAVE SYNTHETIC FIBER INTO LUXURY OUTDOOR DESIGNS, THE FIRST TO PLACE AN ABSOLUTE PREMIUM ON QUALITY, THE FIRST TO BECOME A TRULY GLOBAL BRAND, **DEDON REVOLUTIONIZED THE BUSINESS OF OUTDOOR FURNITURE FROM THE MOMENT WE TOOK PRODUCTION INTO OUR OWN HANDS.** RESEARCHED AND DEVELOPED IN DEDON LABS, FABRICATED ACCORDING TO OUR OWN EXACTING STANDARDS, WOVEN BY OUR MASTER WEAVERS AND SUBJECTED TO 12 RIGOROUS QUALITY ASSURANCE CHECKS ALONG THE WAY, EACH ITEM OF DEDON FURNITURE – FROM FIBER TO FINAL PRODUCT – IS AN EXPRESSION OF OUR OBSESSION WITH CREATING THE BEST. AND THAT'S WHY, FOR OUR CUSTOMERS, 20 YEARS OF DEDON MEANS LUXURY OUTDOOR FURNITURE OF UNPARALLELED EXCELLENCE. BUT WHAT DOES 20 YEARS MEAN TO US? WELL, WE'LL NEVER SAY NO TO AN EXCUSE FOR A PARTY. BUT THE TRUTH IS, IT'S NOT *THAT* BIG A DEAL. WE'RE ONLY 20, AFTER ALL. YOUNG, FRESH, FOOLISH, FULL OF ENERGY AND IDEAS, **WE'RE JUST GETTING STARTED.**



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