

Karim

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UMBROSA

**Umbrosa unveils their collaboration  
with renowned designer Karim Rashid:**

Introducing the stylish round pink umbrella



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**Sydney, June 2024:** Umbrosa, a leading innovator in outdoor shade solutions, proudly announces its exciting collaboration with world-renowned designer Karim Rashid. Together, they are launching a new and groundbreaking addition to the realm of outdoor comfort and style: the Karim Rashid umbrella. The Karim Rashid umbrella is a testament to both form and function, blending Rashid's signature aesthetic and character with Umbrosa's commitment to quality craftsmanship. This creation features a round pink canopy adorned with a captivating pattern, which is sure to elevate any outdoor space with its modern elegance. "We are thrilled to join forces with Karim Rashid, a visionary in the world of design, to bring this extraordinary umbrella to life," said Christophe Haemers, the CEO of Umbrosa. "With its striking appearance and exceptional functionality, the Karim Rashid umbrella embodies the essence of

contemporary outdoor living." The unveiling of the Karim Rashid umbrella took place at Salone del Mobile in Europe in May this year and now it is coming to Australia! The umbrella will be on display in Sydney at the Design Show 2024. **Instant Shade Umbrellas are proud to be Umbrosa's exclusive distributor in Australia** and are excited to unveil this new design on their stand. Visitors to the show will have the opportunity to experience firsthand the unparalleled blend of style and innovation that defines this collaboration. "We believe that outdoor spaces can be both sophisticated and contemporary, and the Karim Rashid umbrella perfectly embodies this philosophy," remarked Karim Rashid. Asserting also that "It is a privilege to partner with Umbrosa to introduce a design that not only enhances outdoor environments but also reflects our shared commitment to creativity and excellence."



## About Karim Rashid

Visionary and prolific, Karim Rashid is one of the most unique voices in design today. With more than 4000 designs in production, over 400 awards to his name, and client work in 47 countries, Karim's ability to transcend typology continues to make him a force among designers of his generation. Numerous awards and accolades attest to Karim's contribution to the world of design. He is a recipient of the American Prize for Design Lifetime Achievement award, as well as a perennial winner of the Red Dot award, Chicago Athenaeum Good Design award, Pentawards, and IDSA Industrial Design Excellence award. Karim established his private design studio in New York City in 1992. He expanded his global reach with a studio in Shenzhen, China in 2014. In his spare time Karim's pluralistic practice flirts with art, fashion, and music and is determined to creatively touch every aspect of our physical and virtual landscape.

## About Umbrosa

Umbrosa is a leading European manufacturer of high-quality outdoor shade solutions, dedicated to redefining the way people experience and enjoy outdoor living. With a great passion for innovation and design excellence, Umbrosa offers a wide and diverse range of products that effortlessly combine functionality with aesthetic appeal.

## About Instant Shade Umbrellas

Instant Shade Umbrellas design, manufacture, import and distribute the finest quality Outdoor Umbrellas in Australia. From cantilever umbrellas perfect for covering pools to giant heavy duty commercial umbrellas, we've got you covered no matter what your shade needs. For more information about our products or how we can help with your commercial or residential project visit our website [www.instantshadeumbrellas.com.au](http://www.instantshadeumbrellas.com.au)

For more information about the Karim Rashid umbrella, please visit [www.instantshadeumbrellas.com.au/umbrosa-unique-shade-design/](http://www.instantshadeumbrellas.com.au/umbrosa-unique-shade-design/) or contact [michael@instantshade.com.au](mailto:michael@instantshade.com.au) or +61 411 880 131



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