

# HINKLEY

FOR IMMEDIATE RELEASE

## **Hinkley Debuts Fan Category, New Lighting Designs and Updated Showroom at Lightovation 2020**

Avon Lake, Ohio (January 6, 2020) – Hinkley, a leading designer and distributor of decorative lighting and ceiling fans, will debut its new ceiling fan collection, over 200 new lighting designs and striking new merchandising displays at Lightovation, January 8-12.

The unveiling of Hinkley ceiling fans follows the company's acquisition of Regency Ceiling Fans in February 2019. Creating a more comprehensive and cohesive Hinkley experience for its customers and consumers, Hinkley has expanded its indoor and outdoor product offering to include over 375 brand new fans and accessories, including light kits, controls and installation accessories.

"We are excited to launch the 2020 Hinkley ceiling fan line with extremely appealing features and benefits. A wide variety of on-trend ceiling fan and blade finishes provide a ceiling fan option for all applications," said John Moody, Director of Fan Product. "Upgraded LED, motor and control technology, including a WiFi / smart home option for each and every Hinkley fan model, will ensure that Hinkley is providing ceiling fan solutions for everyone."

In addition to the launch, Hinkley will reveal its newest lighting designs, which includes more than 200 new products and line additions for interior, bath and outdoor lighting.

"We pride ourselves on conscious design and are always looking to the natural environment for creative inspiration," said Lauren Lovett, Product Director. "Our new collection of botanical-inspired products incorporates this biophilic design aesthetic in classic Hinkley style." Several standout designs include:

- CERA features cast ginkgo tree leaves as the focal point of its chandelier and sconce designs with a gleaming, illuminated Cleopatra Gold finish
- BOTANICA incorporates the majestic monstera leaf in Burnished Gold within its pendant, chandelier and flush mount styles to create a dramatic, organic light pattern
- WILLOW features striking slender cast pods in a rich Deluxe Gold as the focal point of the sleek Carbon Black chandeliers and sconce silhouettes

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Showstopping product merchandising, window displays and curated vignettes reflect Hinkley's commitment to creating a fashion-forward, upscale environment to highlight its new designs and reflect the power of visual merchandising for brick and mortars. "As we enter into a new decade, Hinkley is devoted to remaining at the forefront of trends and design. One prime example of this commitment is our Dallas showroom," said Quinn Sack, Visual Merchandising Manager. "For January 2020, we're not only excited about our new product release, but also about the big changes we've made to our space. The main highlight will be our ceiling fan collection, but we've also revamped our casual meeting areas, added a feature wall for our hospitality-focused Galerie Collection, and reimagined the Lisa McDennon Collection vignette."

The company has brought back its popular Hinkley Rocks party to kick off 2020 with sips, snacks and spins on the dance floor from the IDT Band. The bash, for its customers and reps, will be held on Thursday, January 9 from 6-10 p.m. in the Hinkley Showroom 3210.

## **About Hinkley**

Since 1922, Hinkley has been a leading designer and distributor of high-quality decorative lighting fixtures and has recently expanded its product offering to include ceiling fans. Headquartered in Avon Lake, Ohio Hinkley is driven by a passion to create a wide variety of lighting and ceiling fans that blend design and function for interior and exterior applications that resonate with true home enthusiasts. Visit [Hinkley.com](http://Hinkley.com) for the latest news and updates about Hinkley.

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