

HINKLEY

FOR IMMEDIATE RELEASE

Hinkley Brings a Breath of Fresh Air with New *Summer Edition* Product Launch

Hinkley debuts a first-of-its-kind digital product release with new, on-trend lighting styles paired with an innovative marketing campaign to celebrate the Summer season

Avon Lake, Ohio (June 1, 2020) – Hinkley, a leading designer and distributor of decorative lighting and ceiling fans, today announced the debut of its **Summer Edition**. The company's first-ever digital product release will be prominently featured across Hinkley.com, and enhanced by digital catalogs, product assets and sales tools to support its network of distribution partners. A coordinated Summer Edition marketing campaign will launch at the same time across Hinkley's web, social, email and advertising platforms, aimed at bringing fresh joy to living spaces.

"The second quarter of the year created an environment that allowed Hinkley the unique opportunity to innovate at an accelerated pace," said Jess Wiedemer, President of Hinkley. "While we will certainly miss the valuable aspects of personally connecting with our customers, partners, and colleagues at Lightovation and sharing our designs with them in the Hinkley showroom, we are excited to transform that experience and share our new products across our digital platforms," says Wiedemer.

Included in the release are fresh styles to Hinkley's Outdoor, Interior and Bath categories. "Hinkley's Summer Edition was designed with inspiration using the insight and knowledge we've gained from our customers," said Lauren Lovett, Product Director of Hinkley. "We're responding to their preferences with thoughtful designs that expand upon and enhance our most popular families." Highlights include:

- **Weymouth** Outdoor lanterns feature a clean design highlighted by an oversized frame in a bold Black finish, while its symmetrical lines evoke timeless elegance with a contemporary edge. The contrast candle sleeves in warm white balance the robust Matte Black aluminum cast frame. The beveled glass is an elegant touch to help refract the light.
- **Malone** Interior pendants offer vintage inspiration merged with modern design elements. Featuring a clean and minimalist clear glass shade, this pendant is the ultimate industrial touch to any interior space. Available in Heritage Brass or Black Oxide finish, Malone easily adapts to any environment.
- **Vivi** Bath lighting highlights an elegant chevron-cut center glass cuff. This etched opal integrated LED bath bar comes in a Brushed Nickel or a Black finish and can be hung both vertically and horizontally.
- **Skye** from the popular Lisa McDennon collection showcases the debut of a new 13 light linear chandelier with clear, open globes encircled with a slender Heritage Brass ring.

To view the full Summer Edition, visit Hinkley.com, and follow along on Instagram, Facebook and LinkedIn for product spotlights.

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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 for the latest news and updates about Hinkley.

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