

HINKLEY

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Hinkley Welcomes 2021 with Innovative Winter Edition Product Launch

Hinkley introduces its newest arrivals with innovative, on-trend lighting and ceiling fan designs.

Avon Lake, Ohio (January 4, 2021) – Hinkley, a leading designer and distributor of decorative lighting and ceiling fans, has debuted its Winter Edition. The company's product release will be prominently featured across Hinkley.com, and enhanced by both print and digital catalogs, product assets, videos, and sales tools to support its network of distribution partners. A coordinated Winter Edition marketing campaign will launch at the same time across Hinkley's web, social, email and advertising platforms.

"Hinkley's 2021 Winter Edition release contains exciting new styles focused around 7 key design trends that can be found on the Hinkley.com homepage," said Jim Decker, EVP. "This is our company's most comprehensive lighting and ceiling fan release ever, supplemented by all new digital and printed assets. The Hinkley team has worked hard to bring together a dynamic combination of great design and application options to start 2021 in #Hinkleystyle!"

Included in the release are fresh styles to Hinkley's Outdoor, Interior, Bath and Fan categories. "We're so proud to launch a robust collection of new lighting options in Hinkley's Winter Edition", said Lauren Lovett, Product Director. "I'm really excited about the way we've incorporated integrated LED design into our vanity and Fredrick Ramond collections."

In the lineup, black and brass continue to play a leading role in finishes, and the company has added new statement sconces with improved functionality. Its Coastal Elements, Open Air and Heritage collections add variety and creativity to its outdoor product line.

Eagerly anticipated, bold new ceiling fan designs also make their debut. Celebrating the one-year anniversary of Hinkley Fans this month, which debuted at Lightovation in 2020, there are striking new styles and innovative designs inspired by some of Hinkley's most popular lighting collections. Highlights include:

- **Oliver Interior pendants** feature an eye-catching teardrop shape with a sleek spun metal shade and etched glass shade beneath. Contrasting bands and knobs add interest and reinforce its modern-meets-traditional style.
- **Nikko Interior pendants** from the popular Lisa McDennon Collection is a stunning multi-tier pendant. Simultaneously bold and airy, minimalist yet intricate, its sleek wire design evenly radiates light throughout.
- **Jolie Chandelier** is a unique blend of sophistication, style, and technology. Integrated LEDs are concealed within gleaming Heritage Brass rings at the top and bottom of the design. Robust blocks of faceted crystal radiate with light, creating a transfixing silhouette while providing outstanding illumination.

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- **Lyra Bath lighting** embraces modern technology without sacrificing its timeless coastal allure. An eye-catching die-cast coral bracelet centers the design and wraps etched opal glass. The transitional silhouette can be mounted horizontally or vertically with an unseen Invismount system.
- **Montecito Outdoor family** is modern meets timeless elegance. For added charm and illumination, a polished aluminum reflector modernizes the robust, cast aluminum frame.
- **Alder pendants** blend form and modern function for outdoor or interior spaces with its open top and bottom for optimal light leak. The metal drum shade is constructed in aluminum.
- **Marin Ceiling Fan** is designed with a nautical flair in mind, featuring composite blades and optimal for both indoor and outdoor spaces.

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

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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PRESS CONTACT

Theresa Wallenhorst
Hinkley
33000 Pin Oak Parkway
Avon Lake, Ohio 44012
(440) 653-5500, Ext. 5728