

Shady Lady®

LIGHTING

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Shady Lady Teams up with HGTV Designer Michael Payne

Grafton, WI- Shady Lady, manufacturer of unique and quality lighting for over 20 years, has teamed up with designer, author and the original host and designer of HGTV's "Designing for the Sexes", Michael Payne, to launch a co-branded American made line of indoor lighting.

Shady Lady's brand new showroom at October's High Point Market will be the stage for introducing the new Michael Payne Collection. Market visitors are invited to attend the ribbon cutting and proceeding gala on Sunday, October 18th from 4-6 pm in Shady Lady's showroom, IHFC W254, where Michael will be making an appearance.

"The Michael Payne collection will bring Shady Lady Lighting a fresh new approach to contemporary lighting that the company has never created before," says Shady Lady President, Susie Morter. The first set of lamps to debut from this new collection are greatly inspired by designs Michael has created for his other licensed furniture and accessory lines and will utilize combinations of clean, contemporary shapes and iron.

In a recent interview, Michael stated "I am most excited and enthused to be working with Shady Lady on a new line of lighting products. They have a recognized high standard of excellence in the design and manufacture of lamps so our collaboration will result in truly exceptional products. The lamps in my collection feature unique new designs not only for the lamps, but also for their coordinating shades. I am most impressed with Shady Lady's exceptional technical skills in producing my designs. The addition of Shady Lady to the Michael Payne Home Collection further enhances the brand by providing a design consistency with the other home furnishing products in the Collection."

