



**From the beginning, Sunset Patio owners Nancy and Sohail Djariri knew they wanted to offer the very best patio furniture. And with Nancy's custom designs, they had the ability to offer something truly unique, but even better than that, they could give the customer exactly what they wanted – affordable and luxurious outdoor furniture and accessories.**

Inspired by the couple's travels to resort destinations such as Hawaii, Costa Rica and Miami, interesting architectural details were reinterpreted into Nancy's one-of-a-kind signature pieces. One such element was a heart scroll she glimpsed on one of their trips. Now, the company has fourteen highly sought after custom wrought iron designs and there are 20 other collections that Nancy makes all her own through the use of unique cushion fabrics and design.

The company has become known for its willingness to collaborate with clients to meet their sometimes very specific needs. Nancy explains, "One of my clients had a curved space around her jacuzzi and she really wanted to have elegant, yet comfortable seating around it. We custom made a piece for her that not only solved her problem, it beautifully defined the space – she was ecstatic."



#### **SECRET TO SUCCESS: AFFORDABLE BEAUTY**

Resorts and restaurants both locally and internationally seek out Sunset Patio for their elegant outdoor furniture, yet Valley residents have discovered that high-end luxury is well within reach.

"Our customers are often surprised at how affordable it is to have the quality furniture we offer, especially once they experience the customer service we provide. Having the ability to collaborate with the furniture designer to customize your look allows you to have the backyard of your dreams," notes Sohail.

Customers clearly agree. "Sales increased 40% from 2010 to 2011 and in 2012 we are on target to do the same," says Sohail. Even though Sunset Patio is still considered a smaller company, the couple believes that word of mouth has helped them to grow.

#### **HUNTING FOR RARE TREASURES: ACCESSORIES THAT DELIGHT**

Great design is in the details and it didn't take long for word to get out about Sunset Patio's accessories. Well-heeled Valley residents regularly return to the store to seek out the newest finds, knowing that Nancy has diligently scoured the globe to bring back pieces that can often be described as art.

Bob and Dena Howry waited three years for their home to be completed so they could decorate. "Every inch of our outdoor

#### **5 Interesting Facts About Sunset Patio:**

- Sunset Patio has a stellar BBB rating.
- The company caters to everyone: from people with small condos to those with large homes to the most exclusive resorts.
- Owner/Designer Nancy Djariri will often personally do in home consultations.
- Some of the company's designs were inspired by unique challenges clients presented.
- The company often ships furniture out of state to clients around the country.

# Divinely Decadent BACKYARDS

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space (as well as some indoor spaces) is furnished with high quality, beautiful furniture and accessories from Sunset Patio,” note the Howry’s. Adding, “Nancy knows her stuff and is always accommodating in every way.”

## **DESIGN PROCESS: HOW UNIQUE PIECES ARE BORN**

A love of eclectic elements and the inability to find anything reasonably priced that suited their style led Sohail to challenge Nancy to create her own designs. After numerous friends fell in love with her creations and requested she outfit their homes, the couple embarked on opening their own business.

The company offers several innovative outdoor patio pieces that often incorporate traditional interior furniture design elements. The Paris lounge was inspired by the circular sofa found in the couple’s home; loving its clean lines and comfort, Nancy decided to translate the piece to work outside. Two other signature designs are the Caribbean chaise lounge, a 9 foot circular chaise that has the ability to have an umbrella at its center and the very popular double chaise with rounded edge.

## **CUSTOMERS FOR LIFE**

Although Sunset Patio uses the most durable Sunbrella® fabrics that are guaranteed for three years, their most sought after service is custom cushion design and replacement and is also one of Nancy’s favorite creative outlets. “I like tempting people out of their comfort zone and then seeing the look of appreciation on their faces when I incorporate fabrics and colors that nobody else would think of,” she says.

Ultimately, it is the collaborative effort with clients, phenomenally priced customizable furniture and uniquely creative designer offerings that have turned Sunset Patio’s customers into clients for life. **•**

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