

Red Lobster Restaurant Support Center

Product: BOLYU's Sierra made with Zeftron[®] nylon

BOLYU[®]

Challenge:

Red Lobster, an iconic American casual dining restaurant brand, needed to move its corporate headquarters from a campus setting in suburban Orlando. They chose a downtown high rise building. The new design had to be:

- Forward-looking, but rooted in Red Lobster's founding as an innovator of fresh seafood and casual dining.
- Reflective of the brand's essence and visually communicated across four separate floors and various end-use areas.
- A tool in sparking collaboration and to attract and retain the best talent.



Solution:

- Kristin Brown, an interior design consultant, developed an inviting seaside theme.
- BOLYU's highly styled Sierra, made with Zeftron nylon, in dark blue and sea-green colors was selected for the open office areas, where sophistication and color was needed.
- Other BOLYU styles complementing Sierra were specified for the private offices and the employee café.
- Sierra and the other products "exactly matched" the visual branding, and design goals desired for the 91,000-square foot space.
- Zeftron, a premium nylon 6 solution-dyed fiber, was specifically specified for its unparalleled color clarity and consistency. Brown also selected Zeftron for its stain resistance and its industry-leading warranties.

