

Durable Design Gains Momentum as Fast Furniture Falls Out of Favor

From pool loungers to patio sets, long-lasting materials are becoming more popular in outdoor furniture as consumers seek durable alternatives.

FRISCO, TX, UNITED STATES, April 22, 2025 /EINPresswire.com/ -- As Earth Day 2025 unfolds, one

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Nikki Nagy, co-founder of Las Olas Luxury Living

thing is clear: poolside living is getting a sustainable upgrade. While sustainability has become a staple in marketing language, many shoppers are tuning out greenwashed messages and turning to brands that deliver quiet durability, not just loud promises.

[Las Olas Luxury Living](#), a premium outdoor furniture brand, is rising to meet this cultural shift — offering long-lasting, design-forward pool loungers made from rugged materials typically reserved for high-performance gear.

Built for sun, water, and time, Las Olas loungers are now part of a growing category of durable outdoor furniture — but with one major difference: they're actually affordable.

“The loungers I looked at were either cheap or gorgeous but wildly expensive,” said Emily L., a Las Olas customer and mom of two in McKinney, Texas. “Las Olas felt like the first brand that hit the sweet spot — built to last, but not outrageously priced.”

The Middle Ground Between Disposable and Designer

While other durable outdoor brands lean into high-end luxury, Las Olas Luxury Living saw an opportunity to meet everyday consumers in the middle — offering resort-grade quality at a price point that doesn't require a second mortgage.

Crafted from high-density polyethylene (HDPE) — the same tough material used in hard-sided coolers and kayaks — the loungers are BPA-free and resist UV damage, warping, and cracking over time. The stackable, two-piece design makes for easy storage and less environmental impact in shipping. And the brand's minimalist packaging skips the foam and plastic clutter in favor of low-waste solutions.

“We’re not the only brand building longer-lasting loungers— but we’re the ones doing it at an accessible price,” said Nikki Nagy, Vice President of Sales and Marketing at Las Olas. “We believe sustainability shouldn’t be a luxury reserved for a few. It should be a smarter, simpler choice available to more people.”

The Cost of Cheap Comfort

The urgency is real: over 9 million tons of outdoor furniture end up in landfills every year, most of it made from flimsy materials that don’t survive more than a season or two. As shoppers grow weary of “fast furniture,” a quiet consumer revolution is happening — one rooted in restraint, not overconsumption.

According to a 2024 Nielsen report, 78% of consumers say they’re willing to pay more for sustainable home goods, but many are now realizing it’s not just about what something is made of, but how long it holds up.

“I used to have to buy new pool furniture every couple of years,” added Emily. “Now I don’t have to worry about it.”

A New Way to Celebrate Earth Day

Las Olas is celebrating Earth Day with limited-time pricing on its pool loungers and newly released outdoor seating and lighting, encouraging more households to invest in durable, low-waste pieces that align with both their style and their values.

While the loungers don’t shout sustainability, they embody it—through thoughtful design, intentional material choices, and a philosophy that honors simplicity and longevity over trend-chasing.

“In a market full of extremes — cheap and wasteful or gorgeous and unattainable — we’re carving out a space for the mindful middle,” said Nagy. “It’s not about having the most expensive patio furniture. It’s about having the last patio furniture you’ll need for a long, long time.”

Explore the [Earth Day Collection](https://lasolasluxuryliving.com/earth-day-collection) at lasolasluxuryliving.com.

About Las Olas Luxury Living

Las Olas Luxury Living is a design-driven outdoor furniture and lighting brand on a mission to make sustainable luxury more accessible. With products built to endure and pricing that welcomes everyone, Las Olas Luxury Living is redefining what it means to live consciously and



Emily's son peering over the water serves as a quiet reminder that sustainable choices today shape the world our children inherit.

comfortably outside.

Nikki Nagy

Las Olas Luxury Living

+1 469-630-3230

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