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## HW HOME RECEIVES ARTS AWARD FOR *RETAILER OF THE YEAR*

**Denver CO | 01\_26\_06 |** HW Home was awarded the ARTS Award for *Retailer of the Year* in the Midwest/Southwest region by the Accessories Resource Team at their 17th annual dinner, held January 21st at the Dallas Market Center. Nominated by peers and vendors in the home furnishings and design industry, category finalists included Kacey Fine Furniture of Denver, CO, and D’Hierro of Plano, TX. Entrants were judged by their accessory merchandising, company philosophy, brand differentiation, advertising and marketing, and community involvement. “We are honored to be recognized by ART for our continued efforts to bring unique designs and accessories to our Colorado communities”, stated Ron Werner upon accepting the award. ART is the association representing accessory manufacturers, retailers, representatives and other individuals dedicated to promoting the accessory industry.

### 17th ARTS Awards Judges:

- Bob Borden, BBDK, Inc., Design & Brand Strategy
- Rob Brinkley, PaperCity & PaperCity Home, Editor
- Jane Kucko, Texas Christian University, Associate Professor of Interior Design  
Chair of Design, Merchandising and Textiles Department
- Bill Mackin, Neiman Marcus, Creative Director, Home and Epicure
- Christi Proctor, TLC’s “Trading Spaces” & “Trading Spaces Family”  
Owner, Gypsy Hearth, Waco, TX



HW Home’s design, inventory selection, and merchandising collective is based on a unique proprietary aesthetic. HW Home’s daring amalgamation of traditional and urban gave birth to their “mountain modern” look. Accessories are selected from bi-annual European buying trips, often as exclusives and one-of-a-kinds. It’s this unique mix of furniture, lighting, decorative accessories and accents, fine art, and personal care items that allows customers to experience the unexpected. “We expend a lot of energy on our fashion merchandising mix, making each vignette a visceral experience with our guests”, explains Jim Hering, co-founder. “People love the fact that we showcase the complete vision.”

Founded in Boulder in 1999, HW Home was fashioned by Jim Hering as general manager for Holly Hunt's flagship Chicago Merchandise Mart showroom coupled with Ron Werner as senior vice president with Smith Barney's Chicago office. HW Home has quickly grown as a forerunner in bringing unique fashion forward interior design elements and services to Colorado. With locations in Boulder, FlatIron Crossing, and Cherry Creek North, the HW Home Design Team provides dynamic interior design services to the front range and beyond.

"We set out to build a great business based on classic American business values that focus on quality, style, and value. Most importantly, we measure our success by our customer's satisfaction alone", says Ron. "We merged textbook entrepreneurship with Jim's exceptional eye for interior design. Our initial plan was for one great shop in Boulder."

Ron and Jim keep their eye on the future. Outgrowing their first store within the first year, they moved next door almost doubling their size. They converted the original location to HW Design ~ a cottage business offering high-end floral design along with architectural design services and European antiques. "When our design consultants are working on a project that's structurally invasive, we pull HW Design into the team," states Jim. "It's our way of operating our business in the 'yes'. There's truly no project we can't support."

This attention to their client's needs brought their Flatiron Crossing store in Broomfield into the fold in August, 2000. With the Fall 2004 opening of their third location in the new Clayton Lane development of Denver's prestigious Cherry Creek North as the flagship, HW Home again more than doubled their size. HW Home just recently announced the opening of their 4th home store location in Greenwood Village's award winning Landmark development.

"One of the many things that sets us apart from other retailers and big box chains is our large warehouse operation in Boulder", says Ron. "Over 90% of what we show on our retail floors can be delivered in a day's notice. Need a complete dining room before the holidays? We can make that happen with our white-glove delivery team. Again it's our way of living in the 'yes' and continually striving to satisfy our customer".

HW Home is strongly committed to showcasing local designers such as Linea Vita Bedding, Zents Aromatherapy, Breaking The Mold candles, local Fine Artists, and national brands such as Thomas O'Brien & Mariette Himes Gomez for Hickory Chair, Michael Weiss for Vanguard, Mitchell Gold+Bob Williams, Jonathan Adler, Southcone, Cisco Brothers, Jan Barboglio, Jamie Young Lighting, Bonjour Bedding, Diptyque, Salviati, and specialty boutique artists from across Europe.

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**HW HOME, INC.**

**HWHOME.COM**

CORPORATE OFFICE	PEARL STREET EAST	CHERRY CREEK NORTH	THE VILLAGE AT FLATIRON CROSSING	THE LANDMARK
3600 PEARL STREET	1941 PEARL STREET	199 CLAYTON LANE	1 WEST FLATIRON CIRCLE, SUITE 106	GREENWOOD VILLAGE
BOULDER CO 80301	BOULDER CO 80302	DENVER CO 80206	BROOMFIELD CO 80021	ENGLEWOOD CO 80111
P 720 564 1286	P 303 545 0320	P 303 394 9222	P 720 887 1223	COMING IN 2006
F 720 564 1290	F 303 545 0944	F 303 394 9111	F 720 887 1343	