

THE PET PAMPERING ISSUE

THE colorado DOG

MAGAZINE

YOUR DOG. YOUR FAMILY. YOUR LIFESTYLE.

PREMIERE ISSUE

weekend getaways
**DESTINATION
DENVER!**

indulge!
**DOGGIE
DAY SPAS**

**CANINE
PERSONAL
TRAINERS**

THE DOG SCENE:
**art
fashion
design
cuisine**

\$4.95 US \$5.95 CAN



ISSUE 1 | SPRING 2007

Photographed by Heather Green
of Studio Bella LLC in Denver

www.thecoloradodog.com

Keeping an Eye on the Future HW Home

HW Home was awarded for the second year the ARTS Award for Retailer of the Year in the Midwest/Southwest region by the Accessories Resource Team at their 18th annual dinner, held January 20 at the Dallas Market Center in Texas.

ART is the association representing accessory manufacturers, retailers, representatives and other individuals dedicated to promoting the accessory industry.

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 and South American 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, then 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 Werner. "We merged textbook entrepreneurship with Jim's exceptional eye for interior design. Our initial plan was for one great shop in

Boulder."

Werner and Hering 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. "With HW Design as part of our team,"



its size. The fourth home store location in Greenwood Village is slated to open this spring.

HW Home is strongly committed to showcasing local designers such as Linea Vita Bedding, Zents Aromatherapy, and national brands such as Thomas O'Brien, Mariette Himes Gomes, and Alexa Hampton for Hickory Chair, Michael Weiss for Vanguard, Mitchell Gold + Bob Williams, Bernhardt, Cisco Brothers, JanBarboglio, Jamie Young, Bonjour, Diptyque and Salviati amongst others.

HW Home

199 Clayton Lane, Denver, CO 80206
(303) 394-9222, info@hwhome.com
www.hwhome.com



states Hering, "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

By David Sumrak