



## HW HOME WINS RETAILER OF THE YEAR AT THE 21st ARTS AWARDS FOR FOURTH YEAR

Denver CO | 01\_22\_10 | HW Home was awarded for the fourth time the ARTS Award for Retailer of the Year in the Midwest/Southwest region by the Accessories Resource Team at their 21st annual dinner, held January 16th, 2010 at the Dallas Market Center TX.

Accepting the award were HW Home founders Jim Hering and Ron Werner. Upon accepting the award, Ron Werner stated *"In 2009 we celebrated our 10th year as an independent business in Colorado. When we looked back at our 1998 business plan, we saw the truisms present a decade ago are still relevant today. Providing impeccable customer service and maintaining business integrity is how the best companies thrive, regardless of the economic climate. We are grateful to groups such as ART who recognize that in today's homogenous retail environment it is critical to support independent businesses that cherish the unique and make our world more comfortable and beautiful."*



l to r | Jim Hering, Ron Werner

Category finalists are nominated by peers and vendors in the home furnishings and design industry. Entrants were judged by their accessory merchandising, company philosophy, brand differentiation, advertising and marketing, and community involvement. ART is the association representing accessory manufacturers, retailers, representatives and other individuals dedicated to promoting the accessory industry.

### About the ARTS Awards |

The ARTS Awards is the premiere awards program dedicated to the home decorative accessories Industry. Twenty-six categories exist under the headings Manufacturer, Retailer, Product Designer, Sales Representative, Rising Star and Academy of Achievement. Anyone in the industry can nominate including manufacturers, retailers, sales representatives, designers, suppliers, consultants and other industry officials. The Academy of Achievement honoree is selected by the ARTS Awards committee each year. Companies that have won the ARTS Awards five times are inducted into the Hall of Fame. Hall of Fame members are: BJ's Home Accents, C.S. Wo & Sons, Distinctive Designs International Inc., Feizy Rugs, Fine Art Lamps, Montage, Natural Decora-



tions Inc., Palecek, Robb & Stucky and Schonbek Worldwide Lighting. Inducted this year: Global Views and Paragon.

## About HW Home |

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, Denver's Cherry Creek North, and Greenwood Village's Landmark, 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 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."*

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, Jan Barboglio, Jamie Young, Bonjour, Diptyque, and Salviati amongst others.

## HW Home Honors |

- **Western Retailer Of The Year 2010 nomination** by the Western Home Furnishings Association
- **Retailer Of The Year 2009** by the ARTS Awards
- **Retailer Of The Year 2008** by the ARTS Awards
- **People's Choice Best Furniture Store**, Daily Camera, September 2008
- **Best Home Furnishings 2008**, Colorado Homes & Lifestyles Reader's Choice, August 2008
- **Editor's Choice Best Living Room 2008**, 5280 Magazine, Top Of The Town, July 2008
- **Best Furniture Store 2008**, The Best of Boulder, Colorado Daily
- **Best Furniture Store 2007** as voted by the public held by ABC Channel 7 Denver
- **Innovation Award 2007 nomination** by the Colorado Business Committee for the Arts
- **Retailer Of The Year 2006** by the ARTS Awards
- **Editor's Choice Best Furniture** by 5280 Magazine July 2006
- **Reader's Choice Best Furniture Store** by Colorado Daily 2006
- **Retailer Of The Year 2005** by the ARTS Awards
- **Illumination Design Award 2005** by Illuminating Engineering Society of North America for Cherry Creek North home store architectural lighting design
- **Equality In Business Award 2003** by the Human Rights Campaign presented by Tipper Gore
- **Editor's Choice Best Home Accessories** by 5280 Magazine June/July 2002

