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HW HOME NAMED **RETAILER OF THE YEAR** AT THE 18TH ARTS AWARDS

Denver CO | 01_26_07 | 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 20th at the Dallas Market Center TX. Upon accepting the award, co-founder Ron Werner stated “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.” Nominated by peers and vendors in the home furnishings and design industry, category finalists included Allyson Jon, Houston TX, and Noel Furniture, Houston TX. 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.

18th ARTS Awards Judges |

Kelly Ryan | Home Editor, *Better Homes & Garden*

Sarah Reynolds | Retail Detail

Jane Kucko | Chair of Design, Texas Christian University

Christi Proctor | Designer, *Trading Spaces*

Margaret Chambers | Designer, Chambers Interiors and Associates



18th Annual
ARTS
AWARDS
WINNER

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.”

About HW Home |

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



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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. *"With HW Design as part of our 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. The fourth home store location in Greenwood Village is slated to open Spring 2007.

"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, 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 |

- Nominated for **Innovation Award 2007** by the Colorado Business Committee for the Arts (to be announced March 2007)
- Won **Retailer Of The Year 2006** by the ARTS Awards
- Won **Retailer Of The Year 2005** by the ARTS Awards
- Won **Illumination Design Award 2005** by Illuminating Engineering Society of North America for Cherry Creek North home store architectural lighting design
- Awarded **Equality In Business Award 2003** by the Human Rights Campaign presented by Tipper Gore



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