



HomeAccentsToday.com

# Home Accents Today

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## Seamless Transition

Bold color, exquisite form elevate transitional designs to the style of the season

BY TRACY BULLA

WITH THE transition to spring, the market rebounds with a renewed sense of optimism. Designers have exacted a safe approach to new introductions, balancing the need for newness with saleable, approachable designs. The result: Transitional styles that suit

**No single trend dominates the season; instead, a mix of periods and eras are cross-referenced in fresh and modern fashion.**

traditional interiors just as stylishly as contemporary ones.

The careful, lavish attention to form brings about exquisite, clean-lined pieces which are the perfect backdrop for bold color and inventive decorative accessories to shine.

No single trend dominates the season; instead, a mix of periods and eras



Kevin O'Brien showcases tie-dye prints in stunning shades of indigo. IHFC IH309

are cross-referenced in fresh and modern fashion. Industrial/vintage reaches a peak here at High Point, swirling elements both reclaimed and recast in multiple showrooms. Iron foundations, Edison-era lighting and "arti-

fact" sculptures show off this look to best advantage.

High country styles of the European variety set the stage for rustic, informal designs that offer timeless sophistication. *continued on page 4*

### STYLE TREND

# SANDCASTLE



Lucy Quinn

Building a beach abode with a palatial presence has never been easier. Turn to page 18 for more of **Sand Castle**.

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## Parties & Happenings start on p. 61



See showroom for details

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## HW Home named Western Retailer of the Year

THE WESTERN HOME Furnishings Association announced the recipient of its 2010 Western Retailer of the Year award—HW Home of Boulder, Colo.

Nominations and judging for the Western Retailer of the Year award is completed by a panel of industry peers. Home furnishings retailers are judged on their store design, advertising and brand marketing, commitment to community and the environment, operations, and a continuing dedication to the industry.

In 1998, co-founders Jim Hering and Ron Werner visited Werner's sister in Boulder, Colo., to design the interior of her new home. An idea for a high-end, urban eclectic home furnishings boutique store was born and, in 1999, Hering and Werner opened HW Home. The little boutique store outgrew its first location

within a year. The company now has approximately 40 employees, four showroom locations and an e-commerce site.

Hering says HW Home measures their success solely by their customer's satisfaction, "We strive to set ourselves apart from our competitors daily. We need to look better, be better and deliver more than others."

Hering and Werner are deeply involved with many area animal-related charities and even allow customers to bring their four-legged friends into HW Home's showrooms.

On receiving the news that they had been named the 2010 Western Retailer of the Year, Werner and Hering said, "We're incredibly humbled, elated and kind of blown away to be named Retailer of the Year. To be honest we thought our business was a little small since we

knew we were up against larger companies that are really great, successful, beautiful furniture retailers with great industry experience. We weren't counting on anything and we were just so excited to find out that we were nominated back in the fall. We are very honored and thrilled to be the recipient of this prestigious award."

HW Home will be honored at a dinner and awards presentation on May 4 at the WHFA 2010 Conference & Expo. The event will be held at Disney's California Adventure Park, Hollywood Pictures Backlot in Anaheim, Calif.

"We are very proud to honor HW Home as our 2010 Western Retailer of the Year," said Sharron Bradley, WHFA executive director. "With their dedication to detail and customer satisfaction, HW Home exemplifies everything an exceptional retailer strives to be."



WHFA's 2010 Western Retailer of the Year, Jim Hering and Ron Werner, owners of HW Home, Boulder, Colo.

## The Villas at Showplace expands High Point's temporaries

THE VILLAS AT SHOWPLACE, located on the 1st floor of the Showplace building, is home to several home furnishing and accessory companies offering original, handcrafted furniture designs, fine art and accessories.

- Exhibitors are:
- **AmberMelucci** — Space 1004, a sculptured art collection.
- **AntlerWorx** — Space 1000, offers a wide assortment of rustic furnishings.
- **Art & Frame Mart** — Space 1002, up-to-date frames, oils and mirrors.
- **Artifacts by Julia** — Space 1020, hardwood jewelry armoires and boxes.
- **BMI String Curtains** — Space 1104, innovative curtain concepts.
- **Boca Brands** — Space 1008, manufactures several lines of rattan furniture.
- **Elegant Decor** — Space 1022, a variety of handcrafted quilts as well as classic Aubusson and needlepoint pillows.
- **FDI Designs** — Space 1102, an array of original art, sculptures, clocks, pedestals and many more home accents.
- **Fine Art Tapestries** — Space 1200, offers contemporary textile wall decor, with a line of more than 1,500 tapestry designs.

- **Frederick Stevens** — Space 1303, manufacturer of heirloom-quality furniture and accessories.
- **Jeffen International** — Space 1310, producer of furniture, lighting and accents.
- **Lace Pottery** — Space 1304, one-of-a-kind pottery pieces handmade in North Carolina.
- **Lodge Americana** — Space 1000, Hickory furniture, dinnerware and textiles.
- **Muniz "Fine Line of Acrylic Furniture"** — Space 1308, contemporary, custom handmade acrylic furniture.
- **Original Bookworks USA** — Space 1023, fine decorative accessories for the home and office.
- **The Original Charleston Bedswing** — Space 1100, offers a relaxing bedswing.
- **Park Avenue Candles** — Space 1302, producer of hand-poured candles in a wide variety of shapes, sizes and finishes.
- **Pebble Hill Designs** — Space 1000, Made in U.S.A. custom upholstered seating.
- **Pelican Reef Wicker** — Space 1300, casual furniture in wicker and rattan.
- **Pinestone Furniture** — Space 1308, contemporary accent furniture, wall décor and art.
- **Red Horse Signs** — Space 1006, vintage-look wooden signs in original designs.
- **Stuart Kent & Co.** — Space 1103, custom handmade fine furniture.
- **Sundry Design Solutions** — Space 1301, innovative and versatile tables and stools for the home or for the commercial bar and club scene.
- **Suzanne Nicoll Studio** — Space 1108, uses hand-printing, painting and stenciling techniques to produce dinnerware, decorative ceramics, rugs, pillows and stationery.
- **Talin Tropic** — Space 1208, artwork from artist Talin Lyman on fabric, rugs, furniture and more.
- **Vanilla Moulding** — Space 1105, offers a fresh and contemporary approach to framing.
- **Whittier Wood Furniture** — Space 1202, ready to assemble, easy to assemble and ready to finish furniture since 1975.
- **WS Fine Art & Coastal Furniture Accessories** — Space 1101, features the realistic drawings of William Howard.

## Homefurnishings.com opens membership to non-NHFA retailers

THE NATIONAL HOME Furnishings Association and Homefurnishings.com has announced that through a strategic transfer of ownership, HomeFurnishings.com will no longer limit participation to NHFA members. Launched in October 2009 as a Web marketing initiative for retailer members of the NHFA to connect with consumers, the portal now includes over 3,000 retailer microsites and 50,000 consumer site visits per month.

NHFA past chairman Doug Kays, who helped spearhead the program, is now the CEO of Homefurnishings.com, LLC, which was formed by Kays and marketing and technology experts JGSullivan Interactive, Inc.

"Demand from other industry groups to participate helped drive the decision by the parties to form a new company outside of NHFA and take this portal to the next level," Kays said. The NHFA remains an integral industry partner in the promotion of the retailer and supplier to consumer web portal, although membership in the NHFA will no longer be a requirement of participation on the site.

"We are currently designing programs for buying groups, vertical retail companies, manufacturers and suppliers within the industry so they and their related retailers may connect online with the consumers who are using Homefurnishings.com as their pre-buy shopping resource," Kays added.