

HOME FURNISHINGS

Business

STRATEGY FOR THE FURNITURE RETAILER

HFBusiness.com

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At Home with HW Home



HW Home | Denver | hwhome.com

The four-store HW Home chain has grown quickly since opening its first store near Boulder, Colo., in 1999.

The company's goal has always been to stand out from larger furniture chains by emphasizing unique accessories from around the world, personalized design services and a stable of suppliers such as Mitchell Gold + Bob Williams, Bernhardt, Cisco Brothers, Hickory Chair and Vanguard.

The chain quickly earned a reputation for stunning store displays matched with a state-of-the-art warehouse serving all four stores that can deliver virtually any product within 24 hours. The twin personalities of the stores reflect its founders: Jim Hering managed a high-end design showroom in Chicago when he teamed with Ron Werner, an executive at Smith Barney, to launch the business. Upon its debut, HW Home was such a success that it outgrew its first location in less than a year.

The stores are richly accessorized, and shoppers can find everything from luxury candles and soaps to serving plates to an ostrich-feather pillow displayed on and in the future the company sells in its stores and via its Web site, hwhome.com.

With HW Home's unique approach, it's won numerous awards, including being named best furniture store (in a tie with Kacey Fine Furniture) in August by readers of *Colorado Homes & Lifestyles* magazine.

In December, the company opened its fourth store in a development on Denver's south side that combines retail shops with two luxury condominium buildings with a total of 281 units.

