

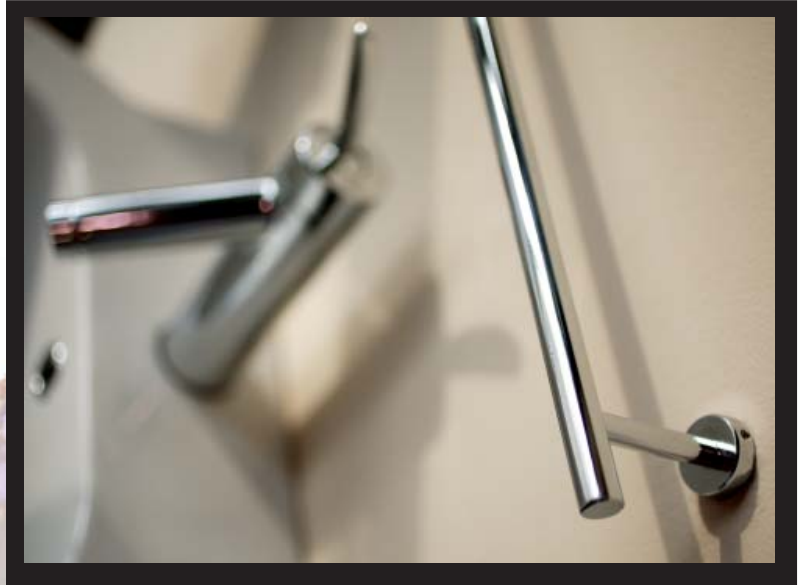
atlas

H O M E W A R E S

because style matters...

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WHAT'S HOT NOW!

"Hotel Modern" and "Paris Hotel" Spa Bath Hardware From Atlas Homewares

CAPTURE THE ROMANCE AND UNDENIABLE CHARM OF A FIVE-STAR HOTEL!

Glendale, CA (April 1, 2004). Atlas Homewares reflects the unique passions and design sensibilities of Europe with two new bath collections: Linea and Bordeaux. Both are inspired by the essence of stylish European Hotels and the desire for five-star hotel luxury at home. Understated, yet elegant, the collections bring a sense of charm and passion to the bath and create the finishing touch to your bath décor.

"Although dramatically different in style, both lines are luxurious in feel," explains Atlas Homewares' owner and designer Adrienne Morea. "While Linea states the minimal elegance of modern Italy, Paris Hotel recalls the romance, charm and fashions of Paris."

LINEA

Understated, yet luxurious in feel, Linea means "line" in Italian and sets the tone for a "Spa" inspired bath. Modeled after the popular stainless steel rail making a strong, minimalist statement in today's kitchens, Linea is a cross between streamlined simplicity and ultra-modern chic. The series features modern finishes, polished chrome and brushed nickel and, instead of towel rings, is offered in 12", 24" and 28" bars for a completely modern, clean-lined look.

BORDEAUX

"The Bordeaux bath collection was inspired by the last few episodes of 'Sex and the City,'" says the designer. "From the minute Carrie walked into that Paris hotel to meet her 'Russian', I visualized an old world trend that was both feminine and classic at the same time." Bordeaux is a mixed media design, finished in oil rubbed bronze and accented with a cream-colored vintage leaf patterned center.





“While Bordeaux captures a look of pure romance and conjures visions of chandeliered bathrooms, plush rugs, claw foot tubs and classic nudes on the wall, Linea is understated, but luxurious enough for a five-star hotel, where the pillows are fluffy, the polished chrome shines and sinking into a Jacuzzi for the evening is in order”, concludes Morea.

Suggested retails for the Linea series ranges from \$20 to \$45 and from \$22 to \$48 for Bordeaux. Consumers can shop on-line for the decorative hardware to suit their design challenge at www.atlashomewares.com, the single largest on-line supplier of artistic knobs and pulls.

Atlas Homewares, based in Glendale, California, designs and markets a “forward thinking” collection of decorative hardware including knobs, pulls, bath and spa ensembles, house numbers, and switch plates. Headed by trendsetter Adrienne Morea – the company has earned nationwide attention for its progressive style and the Atlas Homewares’ products are the new “objects of desire” for the home. The fashion hardware company’s lines are available in EXPO Design Center, The Great Indoors, Restoration Hardware and upscale kitchen and bath showrooms nationwide. For more information, call 818-240-3500.



Bordeaux

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