

atlas

H O M E W A R E S

because style matters...

CONTACT:

Public Relations Agency / Publicist:

Linda Jennings

Jennings And Company

436 Woodland Drive • Sarasota, FL 34234

941-351-1005 • Fax: 941-351-0846

linda@jenningsandcompany.com



FOR IMMEDIATE RELEASE

NEW PRODUCT LAUNCH AT KBIS '04 • BOOTH #1508, CHICAGO

Atlas Hits the Catwalk with a New Lineup of Sleek Mid-Century Moderns...

Glendale, CA (April 1, 2004) —Shopping for period inspired hardware usually involved a trip to your favorite vintage shop. But now - Atlas Homewares has stepped up to the plate with a new deco collection that would make the centuries most inspired designers proud. Known for their distinctive collection of knobs and pulls, Atlas is spanning the Mid-Century with its own twist on Modernism, the influences surrounding the Post Atomic Age and the current and “hot” trend toward Industrial Loft.

Designed exclusively for Atlas by owner and designer Adrienne Morea, this season’s cabinet hardware lineup expands on the inspiring nuances of each decade—the solidarity of shape from the ’40s, the soft round edges of the ’50s and the graphic lines inspired by the ’60s. Updated and modernized, each design reveals the true substance of retro style while offering a different spin on modern. These new creations are sure to earn kudos industry-wide.

“I was most inspired by the technology and fused aesthetic of Mid-Century Designs from Charles Eames, George Nelson and Herman Miller, Inc.,” says Morea. “Each piece in my own Modernism Collection similarly reflects an uncluttered life-style and the view that fashion really can meet function!”

The Modernist Collection Line-Up Includes:

MODERNIST

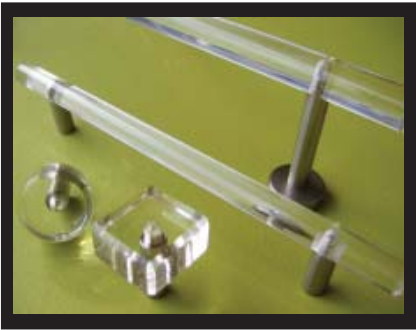
Defined by sharp edges, graphic lines and obtuse shapes, MODERNIST portrays a forward momentum in style while looking back to what’s interesting and unique about the early ’60s and Post Atomic Age. The effect is a fun and punchy, albeit simple, look that says “Go, Go” in style.

atlas

H O M E W A R E S

☒ CENTINEL

Inspired by a knob from a vintage chest, CENTINEL recalls the Mid-Century Modern look of the '40s and '50s. While the simplified lines and industrial shapes are undeniably retro, the updated and oversized pieces, featuring cut-out and solid square knobs and linear pulls, are true fashion finds.



☒ OPTIMISM

An industrial design inspired by the '60s, OPTIMISM is a futuristic mixed media style that features acrylic and brushed nickel. Utilitarian, in form, the industrial knobs are juxtaposed with sexy and sleek stainless bases on acrylic pulls for a unique look that's synonymous with ideas, innovation and the future.



Adding a 2004 spin to all three Modernism styles are the distinctive finishes. Offered in brushed nickel, matte black and polished chrome, the streamlined design is ideally suited to the fashions of both restored and new homes tailored after Mid-Century decades.

The line also offers cross-merchandising opportunities. Modernist is in sync with Metropolitan from the Atlas Curb Appeal line extension, which includes house numbers, door knockers and door bells. And Optimism's knobs and pulls can be mixed and matched with bath accessories in the Spa collection with the same clear acrylic. Suggested retail prices for Modernism range from \$10 to \$20 per knob or pull. Consumers can shop on-line for the knob 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 "foreword thinking" collection of decorative hardware including knobs, pulls, bath and spa ensembles, house numbers, doorbell buttons and doorknockers. Headed by trendsetter Adrienne Morea – the company has earned nationwide attention for its progressive design style. The Atlas 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, 800-799-6755 or visit www.atlashomewares.com.

Atlas Homewares. Because Style Matters.