

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



24" Towel bar and 5" Rail Pull

FOR IMMEDIATE RELEASE

THE FUTURE IS CLEAR WITH OPTIMISM

New Collection by Atlas Homewares Makes Visionary Statement on Style

(Glendale, CA. November 18, 2005) Atlas Homewares speaks to the idealist in all of us with Optimism – a new series of decorative hardware that embraces today's definition of modern while celebrating a passion for retro style.

Synonymous with ideas, innovation and the future, Optimism is part of Atlas Homewares' new luxury collection. Uniting materials from the '60s with a sensibility that's clearly NOW, Optimism's futuristic mixed media style features clear polycarbonate combined with brushed nickel or polished chrome fittings. When juxtaposed with brushed nickel, Optimism is clearly industrial in mood, but combined with polished chrome offers a more modern feel.



Sleek Rail Pulls

Optimism features a range of cabinet and bath hardware styles. The cabinet collection includes 1.25" square and round knobs (\$13.10); simply sleek rail pulls in three sizes: 14", 7" and 5" (\$18.00-\$25.00). The Optimism pulls feature a 3" center to center, ideal for easy home renovation. The Bath Collection includes 9", 18" or 24" hand towel bars (\$46.00-\$58.00), a multi purpose double prong hook (\$38.00) and a tissue paper holder (\$30.00). Suggested retails for the entire Optimism lineup range from \$13.10 to \$58.00.

Consumers can shop on-line for the decorative hardware to suit their design challenge or style at www.atlashomewares.com, the single largest on-line supplier of artistic knobs and pulls.



Optimism continued

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 style director Adrienne Morea – the company has earned nationwide attention for its progressive design style and the Atlas products are the new “objects of desire” for the home. The fashion hardware company’s lines are available at Lowe’s, EXPO Design Center, The Great Indoors, Restoration Hardware and upscale kitchen and bath showrooms nationwide. For more information, call 818-240-3500 or visit atlashomewares.com.

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1.25" Square Knob



Rail Pulls



1.25" Round Knob