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Paradigm Collection in Brushed Nickel and Suede

FOR IMMEDIATE RELEASE

TRENDY LUXURY LINE - LEATHER & SUEDE

Introducing Paradigm – the Bold Leather and Washable Suede Decorative Hardware Collection from Atlas Homewares

(Glendale, CA. November 18, 2005) Leather is “en vogue” in kitchens and baths for the spring/summer 2006 season! And Atlas Homewares has beaten the trend curve once again with Paradigm, a clean and ultra modern decorative hardware collection featuring leather and washable suede.

Offered in black leather, black crocodile leather, and cocoa brown washable suede, Paradigm is literally the “perfect example”

of decorative hardware transformed into a totally unique and trendy look. “My inspiration for the collection came from the leathers and washable suedes so hot in modern furniture right now,” says Adrienne Morea, designer and owner of Atlas Homewares.

Enhanced with polished chrome and brushed nickel accents, Paradigm’s ultra modern look is ideal for adding an unexpected and trendy touch of class to kitchen and bath cabinetry. “It will appeal to a higher end consumer who loves luxury, and doesn’t mind paying for it,” says Morea, who explains that she wanted to design a special luxury line for her kitchen and bath showroom clients.



Paradigm Collection in Chrome and Black Crocodile





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Leather and Suede continued

Paradigm features a range of cabinet and bath hardware styles. The cabinet hardware includes a square knob, which retails for \$24.00; a 3" pull retailing for \$38.00; and a 7" pull for \$54.00. From the bath collection, consumers can pick up a tissue paper holder for \$74.00, a single prong hook for \$42, a 12" towel bar for \$117.00, 18" towel bar for \$124.00, 24" towel bar for \$135.00 and a shelf for \$151.70.

While Atlas Homewares is known for a wide range of styles, the modern sensibility of designs like Paradigm and Optimism, another luxury collection recently introduced, is what speaks most loudly to Designer Adrienne Morea. "I've always been attracted to architecture and design of the times," she says, "and modern design is synonymous with my passion for progressive ideas, forward thinking people and innovation in style."

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.

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 www.atlashomewares.com.



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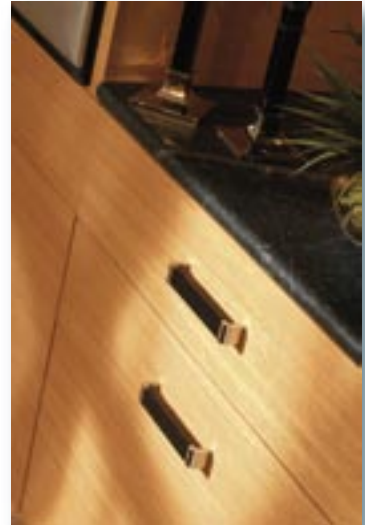
Additional Paradigm Images



Paradigm Hand Towel Bar
in Chrome and Black Crocodile



Paradigm Pull in Brushed Nickel
and Suede



Paradigm Pull in Chrome
and Black Crocodile



Paradigm Hand Towel Bar in Chrome
and Black Crocodile Close Up



Paradigm Pull in Chrome
and Black Crocodile Close Up



Paradigm Hand Towel Bar and Pull in
Chrome and Black Crocodile



Paradigm Bath Hook in
Chrome and Black Crocodile

