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Make your home
sizzle with city style



Optimism Rail Pulls



Paradigm Collection

City Girl

Urban sophistication for the fearlessly fashionable.

Glendale, CA (October 21, 2009) Go metropolitan in high-designer style with Atlas Homewares' ultra-modern collection of knobs and pulls. Whether you live in a penthouse on Manhattan's upper east side or own a modest home in the 'burbs, Atlas can infuse cultured refinement with its avant-garde fashion essentials for haute home décor.

New York, Paris, London and Rome are undoubtedly among the world's great cities; unsurpassed and internationally lauded for their impact on culture, style, entertainment and finance. Bring the energy of these high-end hubs of activity into your home with Atlas Homewares' Bon Voyage Collection of ceramic city knobs. Each novel piece depicts an icon: The Statue of Liberty, The Eiffel Tower, Big Ben and The Roman Colosseum, respectively. The knobs measure 1.5" high; 1.25" wide, have a 1.25" projection and retail for \$9.20.

A prevailing trend in home décor that oozes chic city style is ultra-luxe leather. Atlas offers a number of elegant lines combining exquisitely-crafted real leather with highly polished metals, available in a variety of colors and coordinating finishes:

- The Zanzibar line features a striking collection of rail pulls, leather-wrapped with a clean stitched edge to create a modern aura. The Collection includes 20" leather appliance pulls (\$110), 5.25" leather pulls (\$16.90), 6" towel rings (\$48.90), 1.5" hooks (\$27.90), 18" and 24" towel bars (\$42.95-\$95.90) and outlet and wall plates (\$12.90-\$22.90).



atlas
H O M E W A R E S
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*In home decor trends,
upscale modern replaces
casual contemporary.*

Adrienne Morea

President and designer,
Atlas Homewares

- The Paradigm Collection is a vogue fusion of clean, flat rail knobs and pulls with high-style leather. Coordinating cabinet hardware includes a square knob, (\$25.30); a 3.25" pull (\$40.30) and a 7" pull (\$57.70). The bath suite features a tissue paper holder (\$78.50), single prong hook (\$45), 12" towel bar (\$123.50), 18" towel bar (\$130.50), 24" towel bar (\$142) and a shelf (\$159.30).



Speaking of swank, Atlas' Optimism Collection portrays the epitome of futuristic fashion, embracing today's definition of modern while celebrating a passion for retro style. At home in the most upscale of dwellings, Optimism is synonymous with innovation. Its mixed media design features clear polycarbonate combined with brushed nickel or polished chrome fittings. The cabinet collection includes 1" square and round knobs (\$13.80) and simply sleek rail pulls in two sizes: 6" and 14.5" (\$19.60-\$26.50). The Optimism pulls feature a 3" center to center, ideal for easy home transformation from ordinary to sublime. The bath collection includes 9", 18" and 24" hand towel bars (\$48.40-\$61), a multi-purpose double prong hook (\$40.30) and a tissue paper holder (\$32.30).

Like a meteorologist predicts weather, Atlas founder and designer Adrienne Morea forecasts trends in design with her intrinsic ability to determine what's hot and what's not. "In the cyclical world of home décor trends, upscale modern replaces casual contemporary," says Morea, a modernism fan. "True 'modern' manifests a pared-down aesthetic and presents a particular creative challenge; not repeating tired styles but rather employing cutting-edge originality."

With Atlas Homewares, it's all about evolving style. Under the creative direction of Adrienne Morea, the company has enhanced home décor with decorative hardware that is both inspiring and style driven. Drawing inspiration from everything from nature to global travel, the Atlas Designer strikes a connection with those who have an eye for fashion. Atlas Homewares aspires to set the trend when it comes to decorative hardware. Each season brings a new collection ensuring a dynamic gallery from which to choose and longevity in an industry that demands a discerning eye.

For more information about the Collections featured in the City Girl Series or any of Atlas Homewares' other fashion-forward products, visit www.atlashomewares.com

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