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FOR IMMEDIATE RELEASE

New York Design Firm Moves Boldly Ahead with the Release of a Special Edition Furniture Line at High Point

HIGH POINT, NC (October 16th, 2004) – Apparenza Design Studio's bold decision to release a special edition series – almost unheard of in the mass-driven furniture industry – is about to be judged by the design industry's toughest critics. Apparenza has just unveiled three special edition furniture pieces at the International Home Furnishings Market in High Point, NC this week. The collection is titled "Tachi" and is skillfully hand-crafted from exotic hardwoods. Carefully-selected specimens of Macassar Ebony and African Walnut distinguish the line, which is meticulously built and distributed by the Western European manufacturer Polidor. This eagerly anticipated special offering was revealed on the first day of the Market and will remain on display until the conclusion of the show on October 20th. The price of this collection places it decisively in the high end, but will not be made available for publication.

The decision to pursue this special edition series was made possible by the line's manufacturer, Polidor, following the announcement of Apparenza Design Studio as a Finalist for two Pinnacle Awards for Design Excellence. The awards were presented on October 15th, and Apparenza received top honors for the "Symphony Hall Chest," also from Polidor. "The Pinnacle Award nominations confirmed our desire to release this special edition group," said Frank M. Spano, one of the line's designers. "Polidor wanted to capitalize on the momentum of the Pinnacle, and show off some of the specialized skills of their artisans. There are very few manufacturers in the world that could develop Tachi this perfectly, and with these exotic materials." A high-resolution image of Tachi is available online at www.ApparenzaDesign.com.

Based upon natural shapes and proportions, the Tachi Collection is characterized by its graceful legs and smoothly transitioning lines. Apparenza's hallmark use of negative space in their designs is clearly evident, accentuating what is "not there," as much as what "is there." Tachi's primary inspiration is the elegant legs of fast-moving antelope, giving it an appearance of possessing strong potential energy in its static pose. The name "Tachi" refers to a traditional style of Japanese sabre, with a deep curvature that is also echoed in Tachi's form. Hand-selected and worked materials bring the collection to life and separate it from the literal run-of-the-mill, making the special edition Tachi Collection truly unique amongst tens of thousands of other furniture pieces on display.

The International Home Furnishings Market is the world's largest furniture event, and takes place in High Point, NC in April and October of every year. Buyers and manufacturers convene to view new product introductions from hundreds of companies, and decide which products will be made available to the public in the following season.

ApparenzA Design Studio is based in Westchester County, NY and develops high-end furniture and accessories for the international market. Frank M. Spano and Thom O'Leary – the principals of the firm – formed ApparenzA in 2002 to design for the style-conscious consumer. They work with manufacturers of impeccable quality from around the world, and their work may be seen in to-the-trade and retail showrooms across the United States and Europe.

Tachi is on display at the:
Polidor Showroom
310 North Hamilton, Suite 301
High Point, NC 27260

www.ApparenzADesign.com

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