



FOR IMMEDIATE RELEASE

Press Contact: Suzanne Pruitt
678.285.0307 | Suzanne@marshmeadowsmarketing.com

**AMBELLA HOME TAPS JENA HALL TO ASSIST IN LAUNCH OF
NEW 'BY GEORGE' DIVISION**

***Division Debuts During Fall 2013 High Point Market With Designs Inspired
By Gatsby Era, Coco Chanel, Émile-Jacques Ruhlmann, Others***

DALLAS , TX (September 5, 2013) – Ambella Home Founder/President George Moussa has engaged award-winning designer and creative strategist, Jena Hall, to assist in the development and launch of a new product division – ***“By George.”*** The new division will debut at the **October 2013 High Point Market in Ambella’s new Hamilton Wrenn Design District Showroom – 310 North Hamilton, Suite 110.**

“A growing portion of our typical customers’ design tastes have expanded towards more modern, clean line designs. Often married with livelier colors and finishes on informal, yet elegant classic styling, their preferences have evolved,” explains Moussa. “While traditional, European Country and estate pieces will always be an important part of our product line-up, many of my customers have encouraged me to develop more contemporary or Moderne’ pieces to add to my traditional line. With that in mind, I reached out to Jena Hall to help me develop this new division and product assortment.”

“Our company caters to a diversified customer base, including well known style-setters, savvy interior designers, as well as higher-end retailers,” adds Moussa. “The time was ripe for me to provide some exciting, more eclectic looks for their design projects, as well as fun looks for the better retailers’ floors and design boutiques. This is why we created a new division, *‘By George,’* to fill that void.”

By George will debut with three new collections during Fall Market – ***Coco, South Beach |Manhattan, and Le Jardin.*** “These collections feature pieces from multiple eras, many of which may be used together or as free standing accents to punctuate a room setting,” explains Jena Hall, Jena Hall Designs.

COCO

With a nod of recognition to Coco Chanel, famed French fashion designer and one of the most influential people of the 20th century, this collection includes upholstery and accent pieces.

“Inspired by Paris during the Jazz Age, signature pieces focus on beautiful woods of the various design influences during that period. Among them, dynamic shapes inspired by Emile -Jacques Ruhlmann, elegant upholstery details inspired by Coco Channel ‘s apparel, and a little F. Scot Fitzgerald influence from the Great Gatsby era thrown in for good measure,” says Hall.

SOUTH BEACH | MANHATTAN

“*South Beach* is an American iconic collection of pieces from the mid-century inspired by designs we found at a great auction,” Hall explains. “Showcased in the “South Beach Great Game Room” area of our High Point space,
(more)

designs include wonderful, hard-to- find items such as game tables, pool and foosball tables, bars stools and other media pieces.”

“We have also added some later 20th century designs from the early ‘60s inspired by a great penthouse apartment that we are calling *Manhattan Living*,” she adds. “These pieces add a little more shine to the line.”

LE JARDIN

“Inspired by nature, the *Le Jardin* collection offers a classic, French garden approach with a modern, high fashion attitude about the use of color,” continues Hall. “The collection includes major statement pieces with roots in traditional French design, but with a 21st century twist for bedroom, dining, study or sitting room.”

“We were inspired by watching Paris runways and the antique auctions and shops in New York. We focused on the way fashion and home styles have been merging for a forward style statement and tied them together with finishes and colors. These are not your typical traditional French pieces,” adds Hall, “but of course, Ambella Home and the *By George* division provide customized options if other colors are preferred. Ambella is probably the industry’s best kept secret when it comes to quality designs spanning a wide range of designs.”

Among the new designs is the **Le Jardin Chest** shown here. A dramatic black base provides the perfect background for meticulously hand-painted florals in soft blue, pink, green and yellow tones.

Look for more information coming soon on other *By George* and Ambella Home designs, as well as special showroom events for the October Market.

ABOUT JENA HALL President and Chief Creative Officer of Jena Hall Designs, Jena is known for her Pinnacle Award-winning furniture designs, as well as her integrated marketing and merchandising strategy work with major manufacturers. As a designer, Hall has produced more than 30,000 home furnishing products under her Jena Hall Licensed Collections label and has been involved with multiple private label programs. She also has designed for many manufacturers over the years. www.jenahalldesigns.com



ABOUT AMBELLA HOME Headquartered in Dallas, TX, Ambella Home was founded in 1995 by George Moussa. Each piece in the line is uniquely designed and manufactured. A meticulous production management process ensures that every item consistently embodies the company’s signature hallmarks of beautiful design and quality craftsmanship. Skilled carvers, craftsmen and artistic finishers use only the finest materials and best techniques to handcraft each design. Over the years, the Ambella Home line has grown to include fine furniture and home accents for every room in the home, including sink chests, dining/occasional tables, wine bars, chests, cabinets, sideboards, desks/ home office, bookcases, curios, armoires, media cabinets, seating, beds, fireplace mantles, mirrors, pedestals, columns and other designs. For more information, visit www.ambellahome.com or call 214.631.8901 or write: 4910 Lakawana Street, Dallas, TX 75247.

EDITOR'S NOTE:

**Images shown available via request to
Suzanne Pruitt at Suzanne@marshmeadowsmarketing.com or 678.285.0307 or**

via download link and ftp access:

Click to download:

<https://www.yousendit.com/download/OGhkd0VORkVrYUJYd3NUQw>

Via ftp access:

Go to: [ftp.speartek.com](ftp://ftp.speartek.com)

Login: 3mweb

Password: 3m30144

Folder: Ambella Home | Fall 2013 'By George' Intros