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MEET THE NEW AMBELLA HOME

AMBELLA HOME WELCOMES INDUSTRY VETERANS TO CREATIVE TEAM, TRANSFORMS AMBELLA HOME COLLECTION, LAUNCHES NEW UPHOLSTERY DIVISION

DALLAS, TX (August 5, 2014) – Representing the next steps in its evolution into a complete lifestyle brand, Dallas-based furniture company Ambella Home is launching a new upholstery division and beginning a complete transformation of the full Ambella Home Collection. To assist in shaping the future growth and development of his company, Ambella Home Founder | CEO George Moussa has appointed top industry veterans to key positions on the executive team, including Rick Janecek as Ambella Home Creative Director and Jennifer McConnell as Creative Director Upholstery.

The new upholstery and furniture designs will debut at the upcoming **October 2014 High Point Market** in Ambella Home's showroom in the **Hamilton Wrenn Design District, 310 North Hamilton, Suite 110.**

"Ambella is headed in an exciting new direction and we're bringing together the best minds and creative talents in the business to help us get there," explains Moussa. "Rick's boundless creativity, proven track record and deep understanding of the specialized needs of our diverse designer and dealer customer base make him perfectly suited to guide the overall creative direction of Ambella as we transition into an important home furnishings style leader. Jennifer's keen eye for emerging trends, colors, textiles and upholstery design, coupled with the extensive industry insights and experience she brings to every aspect of the upholstery business, ensure that we will hit the ground running with our newest division."



In his role as Ambella Home Creative Director, **Rick Janecek** will be responsible for the overall creative direction of the entire Ambella Home brand, including styles, trade showroom merchandising and marketing. Janecek comes to Ambella from Global Views, where he served as Creative Director for the past 10 years. Previously, he held creative leadership roles with other companies, including Waterford Wedgwood, Lenox Corporation and Neiman Marcus, where he was creative director of store planning and design. Janecek reports directly to George Moussa.



Jennifer McConnell joins Ambella from Pearson where she served as Vice President of Design since 2005. With years of upholstery design experience, McConnell has also held design management positions with Baker Furniture, Bernhardt Design and David Edward. Previously, McConnell was an interior designer for residential and commercial design firms, including Nelson and Associates, Builders Design and Marriott Corp. In her role as Creative Director Upholstery for Ambella, McConnell will oversee product, fabric selection and design for the new upholstery division.

AMBELLA HOME FINE FURNITURE & HOME ACCENTS | A FRESH APPROACH TO LUXURIOUS LIVING

The Fall 2014 High Point Market signals the beginning of a complete transformation of the Ambella Home Collection into an important home furnishings style leader. In addition to expanding into upholstery and decorative seating, the company will welcome stunning new case good and occasional pieces in wood, metal and stone – each a fabulous original designed exclusively by Ambella Home.

Headlining the Fall introductions, Ambella's popular sink chest category has undergone a complete makeover to include innovative designs in unique materials never before seen in the marketplace.

“Each season, product styles and classifications will expand to include every room in the house,” says Janeczek, explaining Ambella’s future design direction. “All the better to reach a wide and diverse customer base looking for unique home designs and exceptional values. From casual or dressy, traditional or modern, every design is fresh, timely and features a creative twist that makes it the perfect accent piece or focal point for a room.”

As part of the full scale growth strategy, items in every category will feature special design details, artistically executed finishes and hardware that complement its practical function. What’s more, all designs will use classical scale and proportion, ensuring that various design styles blend together to allow customers the opportunity to create an eclectic interior that expresses their own sense of taste and style.

For added convenience for its trade customers, the Ambella Home team is working to reduce shipping times to further strengthen its position as a dependable resource for fast delivery of quality designs. The company also plans to keep all best-selling styles in stock as well. Plans also call for continuous updates of product catalogs and the company website to offer strong selling tools showcasing the latest product designs in stunning settings that will inspire designers and end-use consumers alike. Customers can also expect to see constant updates to trade showrooms in High Point, Atlanta and Dallas, offering dynamic environments that are inspiring, exciting and easy-to-shop.

AMBELLA HOME | UPHOLSTERY: QUALITY CRAFTSMANSHIP, MADE IN THE USA

The new Ambella Home Upholstery division will be based in Archdale, NC. Moussa has purchased the former CR Currin furniture building at 503 Aztec Drive in Archdale, which has provided a turnkey base of operations for a seamless launch of the new division. All design, manufacturing, shipping and operations for the upholstery division will be housed here, along with upholstery management and customer service offices.

Making its debut during the Fall 2014 High Point Market, Ambella Home's new upholstery collection will feature a diversified mix of proprietary upholstery styles, including sofas, chairs, ottomans and sectionals spanning traditional, transitional and modern genres. All upholstery pieces will be bench-crafted -- custom made per order. Complementing the upholstery line, Ambella Home will also introduce a new textile line, including a variety of wovens, prints and pile fabrics -- many exclusive to Ambella Home -- sourced from the finest mills worldwide.

“It’s especially exciting to have the opportunity to design a brand new upholstery line,” says McConnell. “I am thrilled to be working with George and Rick to bring Ambella’s current and prospective customers a wide range of designs, frames, fabrics and custom features that offer new business growth and potential profit opportunities – backed by the promise of true craftsmanship and responsive customer service.”

To celebrate all of the new initiatives, Ambella Home will host a number of events and programs in its High Point showroom during market. Among them, a special giveaway, trend presentations and a cocktail jazz reception on Sunday evening, October 19 from 5-7 p.m. Look for more details coming soon.

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. The line continues to evolve into a true lifestyle brand with upholstery now joining the growing collection of 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.

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