

# MISSONI HOME

## **Missoni Home Partners With Home Resource to Expand Retail Network into Southwest Florida**

**NEW YORK (November 10, 2009)** – Famed Italian textile creator Missoni Home is pleased to announce that Home Resource, Sarasota and Southwest Florida's premier retailer of contemporary home furnishings, will be the exclusive retailer for Missoni Home on Florida's Southwest Coast.

Established in 1995, the 6,000-square-foot, family-owned showroom will carry Missoni's line of furniture, bedding, soft good accessories, textiles and rugs.

"We are thrilled to be partnering with Missoni, and are confident this relationship with a strong and established quality brand will be yet another successful strategic step in establishing us as Southwest Florida's premiere contemporary home retailer," said Home Resource owner Michael Bush. "Missoni's Design concept and honed ability to mix and match colors, patterns, and texture in a way that is unimagined and unmatched in the industry is so exciting; this specialty and creative play on color really allows us to offer a product full of intrigue and vitality that no other brand can achieve with the same brilliance."

"By partnering with Home Resource in Sarasota, we are able to reach a demographic that is familiar with our brand in hi fashion for such articles as knit evening wear and sweaters but were not aware that they can also get such exquisite thoughtfully designed pieces for the home," said Missoni Home Brand Manager Christopher Philip. "We chose to collaborate with Home Resource for their ability to step out of the box and start a conversation about how good design alters and positively effects ones environment ultimately having positive ramifications on the quality of one's life."

### **ABOUT HOME RESOURCE**

Home Resource is the leading contemporary furniture retailer in Sarasota and Southwest Florida. Based on years of experience in both the residential and commercial field, it was established in 1995 and is privately owned by Kathy and Michael Bush. Showing the latest designs from around the globe, the design team of Home Resource creates that style of sophistication and contemporary flair that reflects their clients' lifestyles and elegance.

For more information, please visit [www.homeresource.com](http://www.homeresource.com).

### **ABOUT MISSONI HOME**

Missoni is an internationally recognized brand for hi fashion with a style distinctly Missoni that over the years in the industry has become known as Missonologia! The still small family owned and operated company has built a reputation for over 60 years on creating textiles for fashion and home that are distinctly original to the companies DNA. A rich mixture of materials, colors, technique, patterns, and textures has allowed the company to produce designs that are instantly recognizable as one of a kind Missoni. Rosita Missoni the founder of Missoni fashion with her husband Ottavio Missoni started the home collection in 1981 as a creative outlet away from fashion. Missoni Home remained a very small boutique collection until Rosita turned fashion over to her daughter Angela to run in the late 90's. In the early Millennium Rosita began to put

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all of her focus on the development of the Missoni Lifestyle which includes a complete line for the home inspired by the textile design from fashion. She has also now started a Missoni boutique hotel project with the first to open in Edinburgh Scotland last summer and several others slated to open in San Paulo, Kuwait City, and Paris to mention only a few. The hotel project will help Missoni Home better communicate the concept in a living space. Rosita strives to create pieces for the home that are curious and fun that deviate from the mundane so often seen in contemporary living. [www.missonihome.com](http://www.missonihome.com)

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