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## **Home Resource Announces Addition of Selected Estel Furniture Brands**

**SARASOTA, FLORIDA** – Home Resource of Sarasota, Florida, has announced the addition of selected brands by Estel, becoming the only dealer on the Florida Gulf Coast to offer designs by the world-renowned Italian furniture company.

Florida Gulf Coast's leading retailer of modern and contemporary home furnishings, Home Resource will carry the Simon and Frighetto brands, starting with the Simon line of dining and cocktail tables and seating from Frighetto.

"By partnering with Home Resource, we are able to extend our global reach to the luxury Florida West Coast Florida buyer who appreciates high design and is selective about the items they place in their homes," said Ron Gawith, National Sales Manager for Estel in the United States.

"We are thrilled to be partnering with Estel," said Home Resource owner Michael Bush. "Estel's collection offers a great range of high design products that will be appreciated by Homes Resource's discriminating clientele and lovers of design."

The Simon brand was founded in 1968 when Dino Gavina put together the works of some of the leading figures in architecture and modern art. Simon's pieces double as cultural ambassadors, reflecting traces of the Bauhaus, Dadaism, Surrealism and the Ultra-rational movements.

Frighetto's pieces are testimonials to the international style and emphasize comfort, relaxation and functionality. Frighetto's success is based on a combination of interesting designers, quality materials, attention to detail and flexible stylistic solutions.

Headquartered in Thiene, near Vicenza, Italy, Estel is one of the world's leading office and home furniture designers and manufacturers. It is descended from a company founded by Alfredo Stella in 1937. Estel represents a new concept in furniture design that places man at the focal point, and combines innovation, comfort, relaxation and ergonomics. In addition to Simon and Frighetto, other prestigious brands include Arte & Cuoio, Triangolo, Zeritalia, Sica, Deko and Syn-Tech. Common characteristics include a commitment to research and design excellence.

Home Resource is the premier contemporary furniture retailer on Florida's Gulf Coast, serving Sarasota, Manatee, Pinellas and Hillsborough counties and surrounding areas. Based on years of experience in both the residential and commercial field,

Home Resource was established in 1995 and has been owned by Kathy and Michael Bush since 2003. Showcasing the latest designs from around the globe, the design team of Home Resource creates the sophistication and contemporary flair that reflects its customers' lifestyles. Home Resource is recognized for its unwavering commitment to customer satisfaction, stellar client reviews and ability to present interior design as a state of mind, not just objects in a room. The showroom is located at 741 Central Avenue, Sarasota, Florida 34236. For more information, please visit [www.homeresource.com](http://www.homeresource.com).

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***For more information about Home Resource, or to schedule an interview with Michael Bush, please contact Sheila Longo at (941) 355-3006 or [sheila@thomasbrannan.com](mailto:sheila@thomasbrannan.com)***