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**ETC FOR THE HOME CATERS TO ALL THINGS HOME**

***New Store Offers High Quality Brand Names at Competitive Prices***

**November 25, 2012, Bloomington, IN** — *ETC for the Home*, Bloomington’s newest retail store, is unlike any other in the state, offering thousands of high quality home products from 10 categories, a working gourmet kitchen for sampling, cooking demonstrations and classes, and a staff of design and culinary specialists.

“We’re ready to help customers furnish and accessorize every room of the house, or to even design a brand new home,” said Kelly King, general manager. “We believe Bloomington really needed a place where you can buy the furniture, rugs, lamps, baby products, window treatments and accessories that you see in magazines.

*ETC for the Home* offers the brands and services you used to have to travel to a larger city to find.”

The new store, located at 3333 S. Walnut Street between Rhorer and Winslow Roads, across from the National Guard, houses 10 distinct showroom spaces in a 17,000 square foot building with 14-foot ceilings.

“Every customer that walks in is surprised not only by all the merchandise on display but also by the range of prices, which are competitive,” said King. “It’s truly an adventure to explore all of our showroom areas, whether you’re shopping for your own home or for a special gift for someone else.”

In the home furnishings area at the front of the store, customers will find room vignettes filled with sleek sectionals, leather aviator chairs and industrial chic coffee tables, stainless steel-topped and glass dining tables, original oil paintings, decorative pillows, and a wide assortment of wall mirrors. Furniture lines and accessory lines offered by *ETC for the Home* include [Swaim](http://www.swaim-inc.com), [Bernhardt](http://bernhardt.com/), [Our House Designs](http://ourhousedesigns.com/v2/) and [Uttermost](http:///www.uttermost.com/).

“Whether customers are looking for a whole new ensemble or a highly stylized piece of furniture, they’ll be inspired by our wide variety of styles at a range of prices from which to choose, from traditional to contemporary to swanky and modern,” said King.

Nearby is an array of wool and silk area rugs to complement a variety of décors. *ETC for the Home* also offers a custom rug service, in which an illustration or logo can be woven directly into the rug.

The store’s lighting center features an array of lamps and chandeliers to match any design aesthetic. It features Luna Bella lamps that are all hand made using a combination of industrial elements, beads and decorative fabrics that makes each one a work of art.

“We consider lamps and chandeliers to be the ‘jewelry’ of your home and we want to be known as the place to go for decorative lighting,” said King.

In the store’s design center located on the second floor, clients can meet with specialists in architectural design, window treatments and other soft fashions for the home including reupholstery. Thousands of fabrics and trims are available from lines such as [Kravet](http://www.kravet.com/kravet_home.htm), [Duralee](http://www.duralee.com/) and [Osborne and Little](http://www.osborneandlittle.com/) to name a few. In addition, ETC for the home is proud to be [Hunter Douglas](http://www.hunterdouglas.com/) Priority Dealer providing quality custom shades and shutters. In-home consultations are available to help customers with their design decisions.

“With our on-staff specialists and extensive line of products, we can help customers create a unique home environment that is stylish and distinctive,” said King. “And with the help of our architectural designer, we can help bring a home or renovation vision to life.”

*ETC for the Home* has also devoted two showrooms to the man and lady of the house.

In the Man Cave, furniture, art and accessories have a masculine appeal. Customers will find leather and cowhide furniture and authentic model airplanes, cars and boats, as well as men’s cosmetics, pens and wallets.

“With a flat screen TV, comfortable furniture and massage chairs, we’ve made the Man Cave a great place for men to relax while their partners shop,” said King.

The Lady’s Boutique offers scarves, jewelry, [Baggallini](http://www.baggallini.com) and [Milano](http://www.milanoseries.com/store/index.cfm/category/48/felt-2012.cfm) purses, the popular [Thymes](http://www.thymes.com/) line of organic fragrances for bath, body and home and an entire showcase devoted to the distinctive bejeweled handbags designed by [Mary Frances](http://www.maryfrances.com/).

Because the kitchen is the epicenter of every home*, ETC for the Home* features a full-scale gourmet kitchen located in the center of the store, where tastings, cooking demonstrations and classes led by local and visiting chefs will be held.

Surrounding the kitchen are top-line kitchen appliances including coffee and espresso makers from [Gaggia](http://www.gaggia.com/), [Krups](http://www.krups.com) and [Jura](http://www.sus.jura.com/), European bakeware from Revol, [Emile Henry](http://www.emilehenryusa.com/) and [Staub](http://www.staubusa.com/), and cookware from [All-Clad](http:///www.all-clad.com/), [WMF](http://www.wmf.com/en_en/experience-wmf/better-cooing.html) and [Demeyere](http://www.demeyere.be/default.asp?SLID=1). Dinnerware includes Italian [Vietri](http://www.vietri.com/) hand-painted ceramic dinnerware and [Arte Italica](http://www.arteitalica.com/) stoneware, complemented by [Riedel](http://www.riedel.com/) wine glasses and [Waterford Crystal](http://na.wwrd.com/ae/us/icat/waterford?utm_source=adwords&utm_medium=cpc&utm_campaign=Waterford+EM&utm_extra=dim1/Waterford+EM//dim2/Exact&utm_term=waterford&gclid=CKj-uo2M7rMCFctcMgodFxkA6g). Gourmet foodstuffs are also available, including pastas and sauces, jams, honey, mustards, olive oils and vinegars.

“We’ve been very selective with our kitchen product offerings, with a commitment to carrying the best-selling ingredients and equipment for cooking,” said King.

Completing the culinary area are utensils and cutlery as well an entire section devoted to kitchen gadgets, colorful service ware and eco-friendly cleaning products.

Rounding out the store’s first floor are two more showroom areas devoted to the outdoors and babies and children.

The baby and children’s area offers top furniture names and award-winning products including [Peg Pérego](http://us.pegperego.com/babyproducts-catalog/Strollers) and [Recaro](http://www.recaro.com/us/home.html) car seats, [UPPAbaby](http://uppababy.com) strollers and [YoungAmerica](http://www.youngamerica.com/) cribs and dressers.

“We know discerning parents look for safety and the latest technology in the products they choose for their family,” said King. “We selected YoungAmerica because it’s the only children’s furniture line made in America and guaranteed lead-free.”

Also available are bedding and certified organic, non-toxic mattresses from [Naturepedic](http://www.naturepedic.com/), a full line of children’s exercise equipment, toys and stuffed animals.

The outdoor area features the [Big Green Egg](http://www.biggreenegg.com/), known as the Harley Davidson for outdoor cooking. This line of outdoor ceramic grills and all the accessories has become a cult-favorite among grilling enthusiasts.

“We’ve cultivated a collection of top-of-the-line and one-of-a-kind products that are highly functional and offer good value,” said King. “And because many of the lines we carry are novel and unique, they will help customers bring a unique flair into their home.”

Housed on the store’s second floor is the Sleep Center, which offers premium mattresses from [Stearns & Foster](http://www.sealy.com/mattress0brands/stearns-and-foster.aspx) and [Posturpedic](http://www.sealy.com/mattress-brands/sealy-posturepedic.aspx) and the [Optimum](http://www.sealy.com/mattress-brands/otpimum.aspx) gel foam mattress — all of which offer the latest technology in sleep science, according to King.

In addition to King, *ETC for the Home* has 10 employees, including three paid interns from Indiana University — two from the school of interior design and one from the Kelley School of Business.

Store hours are Tuesday through Saturday, 10 am to 6 pm and Sunday from 1 to 5 pm. For more information, call 812.369.3333 or visit [www.etcforthehome.com](http://www.etcforthehome.com).

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