



# ROSE TARLOW

MELROSE HOUSE

## **ROSE TARLOW MELROSE HOUSE OPENS OWN SHOWROOM IN NEW YORK**

*The Design and Decoration Building will house the iconic furniture and design brand.*

New York (March, 2010)—Rose Tarlow Melrose House, the acclaimed interior furnishings company, has opened its first showroom in New York City to showcase the brand's complete lines of furniture, textiles, lighting and accessories in one comprehensive location designed by Rose Tarlow. The new 3,000-square-foot space located in the Design and Decoration (D&D) building at suite 1616, serves as a distinctive venue to exhibit the design company's newest product introductions with a contemporary direction—evident through the standard and custom pieces for living rooms, family rooms, dining rooms, home offices and bedrooms. The showroom also offers a wide array of one-of-a-kind decorative objects sourced from Tarlow's global travels.

The spacious showroom features four rooms envisioned and created by Tarlow. By opening up the exterior walls of the corner space, she allows for natural light to enhance the residential feeling. Tarlow kept the architectural design details to a minimum to focus on the compelling interplay of the furniture, fabric and leather displays set against the New York City landscape. In each of the room settings anchored by linen rugs in soft colors from her new collection, design connoisseur clients can experience first-hand the beautiful, comfortable living vignettes—furnished with Tarlow's original designs of the highest quality. Each product has infinite customization possibilities given the company's network of highly skilled artisanal workrooms.

"It is tremendously exciting for me personally that Rose Tarlow Melrose House will have its own shop in Manhattan.... said famed designer Rose Tarlow. "I have always taken in to consideration how people live and interact in this remarkable city. Having a shop here means I can offer New York designers an interesting collection of my favorite designs and fabrics and of course my new contemporary pieces and rugs."

The new textile gallery will also be enhanced by gorgeous new glazed linens in Tarlow's unusual color palette, as well as an exotic new collection of hand dyed, hand woven designs from Senegal, which combine the raw character of Africa with a contemporary sophistication.

"Setting up our own shop in the D&D Building was a natural step for us," said Meg Touborg, Rose Tarlow Melrose House CEO. "Now, we can be an even stronger partner with new ideas and a broader and deeper range of our fine home furnishings. We just finished our new flagship in Los Angeles, just launched our web site and adding a meaningful presence in New York is really exciting addition to our company's growth plans."

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Previously carried at the Holly Hunt showroom in the D&D building, the company's decision to move to a dedicated space in New York City follows on the heels of the unveiling of its impressive

flagship showroom on Melrose Avenue in Los Angeles and the re-launch of its Web site last Fall. It is an exciting time for change at Rose Tarlow Melrose House and what better way to showcase change and innovation than a dynamic presence in New York City.

The company also distributes its products in its flagship showroom in Los Angeles and through 15 select multi-line showrooms in the U.S.

#### **About Rose Tarlow Melrose House**

Rose Tarlow is one of the most influential designers working in America today. She founded her company more than 30 years ago on once-secluded Melrose Place and has built a reputation for the finest furniture, textiles and accessories ever since. Working with local craftsmen who share her impeccable standards for the highest quality, Tarlow knows that creating a truly beautiful room is as much an emotional matter as it is one of color, light and products. As an internationally-renowned furniture and fabric artisan, interior designer, antiquarian and author, her creations have enchanted the design community. According to *New Yorker* architecture critic Paul Goldberger, Tarlow “balances emotion and intellect as well as any designer now living ... her rooms [combine] sensual pleasures with geometric rigor, and every one of them is simultaneously a lesson in design and a lesson in living.” All the products are offered through the company’s flagship on Melrose Avenue in Los Angeles, and are represented by the finest multi-line designer trade showrooms across the country. The philosophy and the reality, however—of original design, charming eccentricity and uncompromising quality —remain true to the secluded antique shop where Rose Tarlow first began her design story more than 30 years ago.

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