C O V E R



CELEBRATING OUR 10th ANNIVERSARY

grace home

interior design & home collections

The GRACE HOME STORY

Grace Home Furnishings is a unique Los Angeles design destination. Located in the heart of Brentwood Village, the 3,000 square foot retail showroom features a graceful and distinctive mix of custom furniture, lighting and home accessories from the best designers and manufacturers. The style combines East Coast refinement and Old Hollywood glamour with the comfort and ease of Southern California living.

Founded in 2000 by designers Michael Ostrow and Roger Stoker, Grace Home Furnishings provides a vibrant, inviting atmosphere where you can shop, place a custom order, or get personalized decorating advice from their team of in-house designers. Whether you are looking for a unique piece of furniture or full-scale interior design services, Grace Home Furnishings can turn that vision into a reality that is classic and refined, elegant yet comfortable.

Ostrow and Stoker, with backgrounds spanning the fields of interior design, furniture manufacturing, art history and architecture, are the creative forces behind the store's design aesthetic. Their recently introduced Grace Home Collection[®] of custom upholstery and case good pieces, which they design and manufacture in California, is built to order and can be customized in any way. They have also designed interiors for high profile clients including Madonna and Heidi Klum and Seal.



Their work has been featured in House Beautiful, Traditional Home, Architectural Digest, Angeleno, Los Angeles Magazine and the Los Angeles Times.

Recognized across the country for excellence in design, Grace Home Furnishings is also known for their adorable chocolate brown Labrador retrievers, Gracie and her predecessor, Grace. Grace was the original mascot of the store and perfectly expressed the Grace Home brand – a seemingly effortless style of refined taste and elegance.







elegance & comfort



















style & Grace





























interior design

Grace Home Furnishings provides exceptional interior design services, transforming clients homes into comfortable and sophisticated living spaces. Using both their own Grace Home Collection® of custom furniture and other designer home furnishings resources, the resulting interiors are places clients can relax in, entertain in, and most importantly, call home.
























product design

Our Grace Home Collection[®] of custom furniture is designed to fit into today's lifestyles, but have the classic look and appeal of the past. Many of the pieces in this collection are inspired by vintage finds, which are then creatively reinterpreted. The resulting furniture is modern and elegant, working seamlessly in contemporary interior design projects.





hanover cabinet





Amy Elbert of Traditional Home Magazine said of the Hanover Cabinet, "This puts TV in its proper place!" We saw the need for a functional and beautiful piece of furniture that could house a flat screen television, yet be stylish enough for an upscale interior, so we designed the Hanover Cabinet. It features mirrored fretwork sliding doors that discreetly slide closed when the television is not being watched, revealing illuminated glass display shelves.

avery cabinet

The Avery Cabinet was inspired by the original period wardrobe doors in our room at the historic Claridge's Hotel in London. We loved the simplicity of this design and wanted a furniture piece incorporating these elements. Finding the perfect metal brackets and hardware for the piece proved to be challenging, as we needed just the right detail to tie together the simplicity of the mirror with the exotic flair of the Chinese Chippendale base.







channing bed



The Channing Bed was initially created for the famous Los Angeles wedding and event planner Mindy Weiss and photographed for a feature story in O at Home Magazine. An archway in her 1930s Spanish style home inspired the shape of the button tufted headboard, to which we added the Regency elements to bring in a little glamour. The design was incorporated into the Grace Home Collection[®] and shown in a feature on upholstered headboards in the September 2009 issue of House Beautiful Magazine.



ambassador buffet



The Ambassador Buffet is based on a piece purchased from the legendary Ambassador Hotel in Los Angeles. The finish on the original piece was black with brass ormolu and large decorative brass hardware. We freshened the look on the new design by replacing the excessive decorative hardware with clean modern ring pulls in polished nickel. The Ambassador Buffet was featured in Discoveries By Designers in Architectural Digest.

hayworth night chest



The Hayworth Night Chest is based on an English antique chest purchased on a buying excursion to London's famous antique row, Church Street. The original piece was a cabriole-legged lowboy chest of drawers from the late 1800s that was updated with mirror sometime in the 1930s or 1940s. The marriage of the classic cabriolet leg and the mid-century mirrored element creates a look that is at once traditional and contemporary, hard-edged and curvaceous.



advertising

Grace Home Furnishings supports its brand recognition through substantial national, regional and local advertising campaigns. Our advertisements have appeared in -

House Beautiful Elle Décor Traditional Home Architectural Digest LUXE Los Angeles Magazine Angeleno Angeleno Interiors Los Angeles Times

In addition to print advertising, they send direct mail materials, e-blast, monthly e-newsletters and maintain a Facebook page.

























editorials

Grace Home Furnishings' interior design projects and Grace Home Collection® pieces have been featured in numerous print and online publications, including Architectural Digest, Traditional Home, House Beautiful and Angeleno Interiors. In addition, Michael Ostrow and Roger Stoker were featured as "Style Makers" in LUXE magazine and Michael Ostrow serves as Heidi Klum's "Design Expert" on her lifestyle website for AOL.





editorials



editorials











ARCHITECTURAL DIGEST



Discoveries by Designers AD's Editors Present Designers' Sources



wall clock, \$575—fill Dreamlight Antiques, a shop located in a historic section of Louisville, Kentucky. Dreamlight Antiques, 1140 S. Third St., Louisville, KY 40203 502-314-1117; www.jcdreamlight.com

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(www.sandyklempnerantiq .com; 518-781-3456) in Can New York, stands 24 inches







Man of the













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THE STORY of GRACE & GRACIE

Once upon a time in a magical place called Los Angeles, there lived a very pretty and very smart chocolate lab named Grace. There she lived with her dads who were furniture and interior designers, so she was obviously born in an atmosphere of good taste and style. Grace was an ambitious puppy, working very hard to learn, so she too could succeed in the world of design. It was her most cherished dream to one day open a store of her very own.

"What shall we name my store?" she asked herself. Many hours Grace sat pondering. Then, one afternoon while relaxing in the sun, it came to her. "Why not name it after myself?" The word "grace" can mean more than just a glamorous and terribly intelligent chocolate dog. And so, that is how Grace Home Furnishings got its name.

In the year 2000, Grace, with the help of her dads, opened her store and became the talk of the land. Many a customer, celebrity, traveling salesman and Hollywood Royal came from far and wide to meet Grace and marvel at her style and vision.

In 2006, her sister Gracie took over the realm and had big paws to fill. Always available for a design consult or making new friends, Gracie now greets friends and customers with a wag of her tail and a playful bark.











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From OUR HOME to YOURS



Grace Home Furnishings is located in Brentwood Village, a charming collection of shops and restaurants just south of Sunset Boulevard and west of the 405 freeway. We are convenient to the Getty Center, UCLA and Beverly Hills.

You can also shop online at our website, www.gracehomefurnishings.com. For more design inspiration and to keep up with current events at Grace Home Furnishings, please visit us on Facebook. Grace Home Furnishings is located at: 11632 barrington court brentwood village los angeles, california 90049 monday- saturday 10am-6pm tel 310.476.7176 fax 310.476.2720 www.gracehomefurnshings.com



F U R N I S H I N G S



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BACK COVER

