

FOR IMMEDIATE RELEASE:

GRACE HOME FURNISHINGS OPENING NEW SHOWROOM IN PALM SPRINGS
UPTOWN DESIGN DISTRICT

Palm Springs, California – February 2014 – Grace Home Furnishings, the Los Angeles-based interior design and furniture showroom, is opening a second location in the Palm Springs Uptown Design District in Summer 2014.

Located at 1001 North Palm Canyon Drive, the new showroom will join other unique furniture stores, fashion boutiques and art galleries in this world-renowned shopping destination, featuring stores such as Trina Turk, Flow Modern and Wil Stiles.

Michael Ostrow and Roger Stoker, the owners and design team behind Grace Home Furnishings, decided to open a second location in the Uptown Design District after working on several projects in the Palm Springs area, including a renovation featured in the February/March 2014 issue of *Traditional Home*.

The new Palm Springs showroom consists of 2,500 square feet of retail space and is currently being renovated. The Brentwood Village location will remain the flagship store, with the Palm Springs location focusing on design services as well as showcasing the Grace Home Collection® of Southern California manufactured upholstery, case goods and accessories. The collection will also feature a new fabric line, which will debut at the store's grand opening .

The Grace Home Collection® is designed by Ostrow and Stoker and is inspired by their travels as well as vintage and antique pieces they have collected over the years. The style ranges from mid century modern to Spanish to updated traditional. Each piece is custom made to order and can be tailored to each client's specific size, finish and hardware preferences.

Ostrow and Stoker's work has been featured in *Traditional Home*, *House Beautiful*, *Architectural Digest*, *LUXE*, *Angeleno*, *Los Angeles Magazine* and the *Los Angeles Times*. They have designed interiors for high profile clients, including Madonna, Heidi Klum and Seal.

The Grace Home Furnishings Brentwood Village showroom, founded in 2000, has become a design destination, known for both the vibrant, inviting atmosphere and their adorable chocolate brown Labrador retriever mascot, Gracie.

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