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Press Release

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Sorella Home Announces Plans for Ernest Hemingway Collection



Sorella Home Signs Licensing Agreement with Hemingway, Ltd. through Fashion Licensing of America, Inc. for the Legendary Brand.

NEW YORK, NY April xx, 2010 --- The high-end tableware and home décor company, Sorella Home, announces a recent agreement with Hemingway, Ltd. and Fashion Licensing of America, Inc. to license the legendary brand "Ernest Hemingway" for a new collection of tableware, barware and home decor.

"We've been searching for some time for a company to create tableware befitting the Ernest Hemingway brand," said Marla A. Metzner, President of Fashion Licensing of America, Inc. "We've found an excellent partner in Sorella Home, a company that is recognized throughout the industry for its artistry, quality and reverence for traditional craftsmanship.

"We are thrilled to be adding the Ernest Hemingway Collection to the Sorella Home portfolio of products," said Terri Casner, V.P. Product Development. "This renowned brand represents artistry, quality and originality and is a perfect complement to the Sorella Home philosophy."

Although the company's approach is young and modern for today's customer, Sorella Home tableware—from hand-painted ceramics to hand-blown glass—is meticulously created in Europe by artisans whose craft has been handed down through generations. The company's philosophy includes the celebration of the artist and the timeless tradition of high quality craftsmanship.

"Our wish is that the stunning tablescapes bearing the rich Hemingway name will be part of those cherished memories that are born around the table and create the heirlooms of tomorrow," Casner commented.



Taking inspiration from the life and words of Ernest Hemingway, each stunning collection's design reflects the artist's ability to form simple, elemental details into a lasting masterpiece. The collection will offer beautiful and unique tableware and giftware for today's lifestyle and tomorrow's heirlooms and enduring expressions for home décor. Created from materials that recall the author's favorite places and sources of inspiration, Sorella Home's *Ernest Hemingway Collection*, like his words, embodies craftsmanship at its finest with enduring quality to last a lifetime and beyond. Each piece is artisan crafted and uniquely designed creating legendary tablescapes for contemporary living.

"It has always been our goal to offer consumers a complete lifestyle brand reflecting Ernest Hemingway's legendary persona and adventuresome life," Metzner said. "The items that Sorella Home will be designing truly support that goal. These are beautifully crafted pieces, the likes of which would have caught Hemingway's eye as he traveled the world collecting special items."

The line will include hand painted ceramics, oven-to-table stoneware, period inspired pewter and barware that is reminiscent of the Hemingway mystique. It will be available for preview at Atlanta's home and gift show in July, 2010, at the Atlanta based America's Mart.

About Sorella Home

Located in New York and Los Angeles, Sorella Home designs and manufacturers handcrafted tableware and home décor items. All products are imported from Europe and represent the highest quality products. Sorella Home is about uniting the warmth and tradition of Old World design with today's contemporary lifestyle. Sorella Home is where the next generation of sisters can bring to life a simple and pure style.... and reinvent tradition.