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Press Release

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INNOVATIVE TABLE TOP COLLECTION COMBINES OLD WORLD CRAFTSMANSHIP WITH MODERN CLASSIC DESIGN AND UPDATES HOME DÉCOR MARKET

SORELLA HOME INTRODUCES FRESH, ORIGINAL PORTFOLIO OF ITALIAN HAND CRAFTED TABLEWARE INSPIRED BY CONTEMPORARY ARTISANS

New York, NY, September 30, 2009--- Sorella Home, a welcome new addition to the tabletop market, has created a fresh, new offering for home décor. The company's approach to the tabletop and home décor market is inspired by timeless traditions and rituals created by women. "Sorella Home is designed for and about the very special bond between women," said Terri Casner, Founder and V.P. of Product Development. "Celebrating sisterhood...*sorella*... is at the core of our philosophy. Our wish is that the Sorella Home collection becomes part of those cherished memories that are born around the table and create the heirlooms of tomorrow."



"VENTO" by Sorella Home.
Shimmering ivory and gold.
Sand blasted and hand painted.

These stunning products by Sorella Home are handcrafted in Italy and represent the highest quality in tableware and decorative items in ceramic and glass. The line also includes original pieces of wall art. Sorella Home exhibited its first collection to great reviews last month at the 2009 New York International Gift Fair (NYIGF) and will be releasing new additions in the coming months. "We are so excited about this new venture," said Casner, "Each item in our portfolio is created individually by the finest Italian artisans incorporating the crafts which have been passed down through the generations; but with a new contemporary aesthetic desired by the "sisters" of today."

The unique designs found in the Sorella Home collection are inspired by female artists and promise to bring a new, fresh choice to retailers and consumers alike. "Moving forward we will be expanding our brand with exciting new techniques not typical in home décor as well as fresh, original designs from our artists," commented Terri Casner.

Casner has spent the last 15 years in the tabletop market where she has been at the forefront of new product concepts and merchandising. She is an ardent student of Italian culture and has long recognized the incredible level of Italian craftsmanship. "To be able to bring together the impeccable and timeless Italian craft and present-day design influence is a dream come true," Sorella's founder explained. "We look forward to providing a new look to the home décor market and to the tables of *sorellas* everywhere." The Sorella Home Collection can be found at www.sorellahome.com/portfolio. Sorella Home will be exhibiting at the 2009 NY Fall Tabletop Market from October 13 – 16 at Forty One Madison.

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 Italy and represent the highest quality products. Sorella Home is about uniting the warmth and tradition of Italian design with today's contemporary lifestyle. Sorella Home is where the next generation of sisters can bring to life a simple and pure style. Please stay with us as we embrace our artisan sisters in creating the tablescapes of tomorrow and become a true Sorella.