



Sorella Home

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PRESS RELEASE

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Sorella Home Expands Representation with New Partnerships



Sorella Home Tableware Portfolio & Ernest Hemingway: Legendary Tablescapes now represented by Richard Cohen Collection and the Ruvo Reps Group.

NEW YORK, NY - JANUARY 25, 2011 --- Recent agreements between Richard Cohen Collection and the Ruvo Reps Group have been announced by Sorella Home. Both the Sorella Home Portfolio and the Ernest Hemingway Collection: Legendary Tablescapes will now be represented on the East Coast by Richard Cohen Collection. For over two decades this family operated business has been providing fine retailers with premier products in Gift, Tabletop & Home Decor. "We are delighted to be working with Terri and Jeff Casner as they build the Sorella Home brand. Having been in the Gift and Tabletop industry for over 25 years, we believe that Sorella Home brings a new and exciting range to the industry," said the company's President & Founder, Richard Cohen. Both the Sorella Home Portfolio product collections and the Ernest Hemingway Collection can be seen at the Richard Cohen Collection showroom located in Manhattan at 7 West 34th St.

Ruvo Reps has added Sorella Home to it's elite product offering and services the retail market in California, Arizona and Nevada. Owner Michael Ruvo has long been a fixture in the home decor market. For twenty years, Michael was co-owner of Cottura with six retail locations and a nationwide customer base. Since 2005, RuvoReps has introduced retailers on the West Coast to new and unique collections for home decor. Michael Ruvo commented, "I am happy to have discovered Sorella Home and excited about bringing this fresh, new look in tableware and home decor accessories to my clients. Both the Sorella Home Portfolio and their stunning Ernest Hemingway Collection: Legendary Tablescapes represent the perfect blending of Old World artisan crafted product with designs that reflect today's lifestyle and trends. Based on my experience as a retailer and wholesaler, I think this is a "must have" for the better retailer."

"We are thrilled about our new partnerships with both Richard Cohen Collection and RuvoReps," said Sorella Home Founder, Terri Casner, "To have this caliber of representation on both coasts is very exciting and a great way to kick off 2011!"

Sorella Home is introducing several new collections at the upcoming 2011 New York International Gift Fair running January 30th to February 3rd. The line will be available for preview at two locations. Sorella Home will be showing at the Jacob Javits Center - Booth #3326 and at the Richard Cohen Collection showroom located at 7 W. 34th St. - Suite 907.

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