



B A R C L A Y B U T E R A

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DESIGNER BARCLAY BUTERA LAUNCHES LIFESTYLE LINE WITH ASSOULINE COFFEE TABLE BOOK & CANDLE LINE

LIFESTYLE LINE THEMES DIVIDE INTO: BEACH, CITY, MOUNTAIN, DESERT and TOWN & COUNTRY

Candles Debut at August N.Y. International Gift Fair; Book Debuts in September

LOS ANGELES, CA (August 2008) – Renowned designer Barclay Butera - with the recent \$26M renovation of the prestigious L’Auberge Del Mar successfully completed – launches his lifestyle line of accessories with the debut of his first coffee table book and a multi-scent line of candles, both based around the themes: Beach, City, Mountain, Desert, and Town & Country. Each future product in the lifestyle line will be based around these themes. The candle line will debut during the August New York International Gift Fair (NYIGF), at Barclay Butera Home in Pier 94 / At Home area, Booth #46022, Aug. 16-20, 2008. The designer’s first coffee table book – produced by the premier French publishing house Assouline and entitled Barclay Butera: Living in Style – will debut in stores September 2008.

Butera’s design approach has consistently embraced the themes of his lifestyle line and he has honed them poignantly in the homes that he personally has owned: Sinatra’s “Twin Palms” estate and others in the Desert; Bette Davis’ bungalow at the Beach; Mountain homes in Park City, UT; Desi Arnaz Jr.’s home in Los Angeles and an apartment for *Veranda* magazine in New York, both for City; and a former home of his layered in pattern, texture and color with upholstered walls representing Town & Country. Butera explains his inspiration for each theme:

- **Beach:** “Crisp ocean scents with thoughts of collecting seashells from the shoreline.”
- **City:** “Retreating from the chaos and noise outside, this idea focuses on the layered scents of a ‘gentleman’s’ library, balanced with other sophisticated elements of an elegant pied a terre.”
- **Desert:** “Clean desert breezes, refreshing and soft – perfect for a spa environment.”
- **Mountain:** “Aspen and pine trees, this scent exudes a fresh fluidity of alpine living.”
- **Town & Country:** “Hints of currant, this scent is about comfort and elegance.”

Assouline Publishing carefully selects designers for such focused coffee table book projects. The book is a visual compilation of his most iconic work. A young and celebrated star of the design community, Butera creates clean, classic interiors - with a contemporary twist thrown in - known for their luxury and livability. He has always referred to his design approach as “fashion for the home” and firmly believes that every room should “have one truly fabulous establishing piece”, a key point at the start of the book. Butera is inspired by a plethora of elements, from the glamour of Mid-Century Hollywood to the sophistication of Europe and the exoticism of the Far East. Brimming with exciting design ideas, the author invites readers to explore both the small details and the larger

motifs that come together in an enviable interior. (Details: 9 1/2 x 11 3/4” – 176 pages, 82 illustrations -- hardcover/jacket – retail \$65.00).

The Barclay Butera Home candle line reflects the five themed scent inspirations described by Butera above, and are elegantly packaged in deep rich navy (“Barclay Butera blue”) parchment boxes with silver-foil accents and a small colored label indicating each specific theme. The candles themselves are uniformly classic white in a frosted glass, subtly screen-printed with Butera’s logo. The line is manufactured and distributed by Archipelago Botanicals, and will – at least initially – be sold exclusively through Barclay Butera Home, and Barclay Butera retail and to-the-trade showrooms. (Details: 4”h x3”diam. Retail price: \$44. Sales Contact: Tiffany Slater, National Sales Manager, tiffany@barclaybuterahome.com, 310-223-1500.)

“This ‘lifestyle’ approach is a result of my career to date. The categories began with the ways I’ve lived in style, beginning with the beach. So this is a natural outcome of the balance of working and living in these environments,” states Barclay Butera, CEO/President of Barclay Butera Inc. “I’m honored and proud to launch my lifestyle lines with such prestigious partners as Assouline Publishing and Archipelago Botanicals, soon to be followed by projects with Kravet Collections. These collaborations in the luxury market are the results of years of friendship and mutual respect, and I’m grateful to be at this place in my life.”

ABOUT BARCLAY BUTERA

Barclay Butera, Inc. is based in Newport Beach, CA, and entails the *Barclay Butera* collection showrooms in Newport Beach and Los Angeles, CA, and Park City, UT. Barclay Butera Home, Inc. products (www.barclaybuterahome.com) are distributed through over 300 showrooms and To the Trade nationwide, and are represented in the designer’s retail showrooms and his ‘to the trade’ showroom in New York’s Design & Decoration (D&D) Building. Butera designs and manufactures his products in Los Angeles, CA. Please visit www.barclaybutera.com/media for a full introduction.

About ASSOULINE

Prosper Assouline and his wife Martine founded the US arm of the ASSOULINE Publishing house in 2000. For the past ten years, ASSOULINE Publishing has created fine illustrated books dedicated to fashion, photography, art and design. Renowned for their highly original graphic concept, Assouline books and luxury gift items are works of art that capture culture and bring it to life. Today ASSOULINE publications have been translated into more than ten languages and are sold in the most exclusive retail destinations worldwide. (www.assouline.com)

About ARCHIPELAGO BOTANICALS

Founded by David Klass and Gregg Corzine in 1998, this LA based company holds a strong belief in utilizing only the purest essential oils and natural ingredients from around the world to deliver the highest quality of home fragrance and personal bath and body care. Pronounced "arc-eh-pelago", meaning volcanic islands (like the famous Hawaiian or Philippine Archipelagos), the name upholds the exotic images of traveling and relaxed lifestyles. With over 4 home fragrance lines and 5 personal care lines, Archipelago has created gorgeous scents and products for everyone's tastes and needs. Archipelago Botanicals is available online and in specialty boutiques nationwide. For more information or to purchase products, please visit www.archipelago-usa.com.

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