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Newsletter Issue: 13-04

Your One-Stop Home Interiors Solution

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What Our Clients Are Saying

Turned Situation Positive

You certainly succeeded in turning a not so good situation we created into a **positive experience**. We will be confident in recommending Interior Expressions to our friends.

Ingo & Rigmor Schneider, retired executives – Oro Valley

THANK YOU!

Referrals are the life-blood of our business. We wouldn't have grown for all these years without the generous referrals from our wonderful clients, like...

Dave Reese referred...

Jean & Mike Reale

Pat Leahy referred...

Trissy & Chris Wadman

Suzie Harmon referred...

Lori Behrman

Thank You to these and all our clients that have referred others to us over the years.



Now that's Personalized Furniture

Since April is National Humor Month, we thought you might enjoy a little interior design related humor.



"There are two color schemes: dark ones that attract light dirt, and light ones that attract dark dirt."



"Yes you did, Mike. You just said 'perchance.' And yesterday you called me 'my good fellow.' Twice."

IKEA Job Interview



A Little of this and that...

Expansion Update

I'm glad my husband is persistent. It took him two and half months to negotiate our new lease. We thought the lease could be negotiated in 30 days and we'd be open by now in the added space next door. My husband is now in process of getting the permits, managing the tenant improvements, and getting us open.

With the additional square footage, we'll be featuring some of our capabilities that we didn't have room for before: Cabinets & Counters, Flooring, Lighting and Plumbing to name a few.



**Betty Jones - IDS, WFCP
Owner - Designer**

Client Appreciation Evening

We'll be having a client appreciated evening once we are in the new space. Depending on when we complete the tenant improvements, that evening may not happen until this fall. We'll just have to play it by ear. We'll send you a special invitation once the date is set.

Another Grandbaby on the way

Our son in Iowa and his wife of 18 months called last week to let us know they are expecting their first child in October. I'm so excited. Nothing better than having a new grandbaby to spoil – right fellow grandmothers? Unfortunately, I don't get to spoil my grandbabies much since our daughter and her family are in North Carolina and our son is in Iowa. This makes me appreciate more why so many of our clients have homes here and back near their families. Unfortunately, my husband won't let me have three homes. 😊

April Travels

Janice Williams, our Senior Designer, and I are headed to New Orleans in mid-April for our big international drapery convention and educational seminars. We'll bring back all the latest and greatest ideas on how to help you "put the icing on the cake" as I like to call drapery.

Thank You for your business and referrals – Until next month,

Betty

Introducing...

candice **OLSON**
by HIGHLAND HOUSE

Interior Expressions is now the EXCLUSIVE Tucson area dealer for the new Candice Olson line of upholstery and case goods by Highland House. I've followed Candice's career for many years, because her method of working with clients is much the same as mine, and similar to what I teach our entire team.

While her *style* is much narrower than ours is, (we really don't have a style – our style is your style) Candice and Highland House (who we have carried for years) has done a great job of creating her new line that offers the flexibility our clients desire.



Inside you'll find more information about this exciting new product line – along with a **special offer** for you – one of our most valued clients. **We also carry the Candice Olson lines of fabrics and lighting.**

Candice Olson's Design Philosophy – *Modern meets Traditional*

Launching a new collection is always exciting. It's like unwrapping a big present filled with new design ideas and endless creative possibilities.

Here you'll find silhouettes rooted in tradition, yet what makes them fresh and modern is how they are interpreted.

- I like simple pared-down lines and forms that allow finishes and fabrics to take center stage.
- I love beautiful tables and cases, but with functional storage added, they suddenly become indispensable.
- I look to classic, livable scale. Furniture that's the right scale enables a family to live more comfortably.
- I believe that fabric is the soul of a room and that sofas and chairs come to life when you put them in just the right fabrics or leathers. It's textures that give upholstery its distinctive personality.

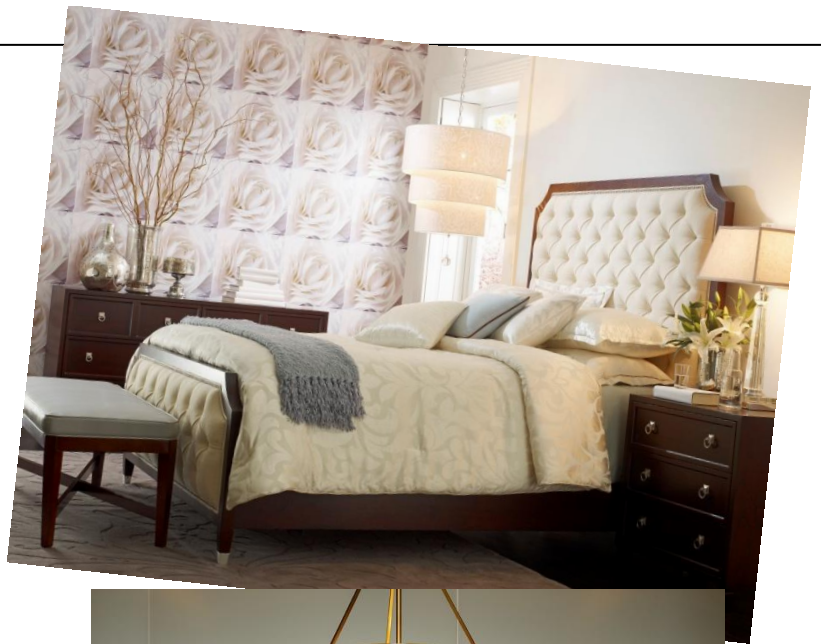
My Highland House collection reflects my overall design philosophy, which is all about an eclectic fusion of contrasts: antique paired with modern, rustic with refined, minimal with adorned, matte set off by luster. My goal here is to provide the tools for a look that's current yet timeless, fresh yet familiar.

I hope you find my new Candice Olson collection by Highland House as exciting and inspiring as it was to create.

Enjoy! *Candice*



Most Candice Olson upholstery is available in a wide variety of fabrics and leathers



SUPERIOR VALUE – The Candice Olson line by Highland House fulfills our pledge to offer you Superior Value products. **We think you'll be amazed at the value.**



You can learn more about the complete line of Candice Olson by Highland House at

<http://www.highlandhousefurniture.com/candice-olson/>

Get Product Images – Details - Options

Meet Candice Olson



Recognized as a leading design professional, Candice Olson is one of North America's most sought after brands. An authentic and working designer since her early 20's, Olson established her own interior design firm over a decade ago.

Considered "*the one to watch*" by the NY Times, Olson has imparted her unique design style on a diverse array of residential and commercial projects. In early 2002, Olson started creating interiors for her #1 rated TV show - "Divine Design." She immediately became known for her signature style and trademark sense of humor.

Olson has become one of North America's most loved and recognized design personalities, offering her unique advice while taking viewers through a behind-the-scenes look at the real design process. After 9 seasons and 215 episodes, "Divine Design" with Candice Olson has become one of the most watched and trusted sources for interior design.

Consistently rated #1 in both the U.S. and Canada and seen in multiple countries around the world, "Divine Design" continues repeat broadcasts through 2013. In 2011, Candice Olson premiered her new series "Candice Tells All" on both HGTV and W Network. With a new format and cast of real-life craftsmen, Olson once again imparts her unique brand of style and sets the bar for design shows.

As the namesake and creator of multiple product lines, Olson enjoys sharing her signature style with other design professionals and multitudes of retail shoppers.

Her designs are sophisticated yet accessible and simultaneously youthful, classic and contemporary.

Olson lives and works in Toronto, Canada, is married and has two small children.



Preferred Client Special

10% OFF

All Candice Olson

Orders placed by May 31st

Upholstery – Case Goods – Fabric - Lighting