

## FOR IMMEDIATE RELEASE

### Rockridge Home is honored for excellence by *Home Accents Today* magazine

**May 21, 2013, Greensboro, N.C.** – Rockridge Home in Oakland, Calif. has been named one of *Home Accents Today's* 50 Retail Stars for 2013 by editors of the premier trade magazine for the home accents industry. The store, founded in 2003, is located at 5418 College Avenue and is owned by Jennifer Kaplan.

The annual list, now in its ninth year, recognizes independent brick-and-mortar retailers of home accents, including furniture stores and interior design boutiques, that are creative in their merchandising, have a positive presence in their local communities and are distinguishing themselves from the competition. The Retail Stars list is not a ranking, and is not based on sales volume.

The businesses named to this year's list are based in 27 states and Canada and are located in shopping malls, Main Street storefronts, renovated barns and historic structures, up-and-coming arts districts, LEED-certified structures and established design districts. Five of the stores on the list are at least 50 years old, the oldest being Hildreth's Home Goods, which opened in 1842 in Southampton, N.Y. The largest store, family-owned Bernie & Phyl's Furniture, operates eight stores across Massachusetts, New Hampshire and Rhode Island.

"Retail is not for the faint of heart, even in the best of times. The retailers on this list serve as role models to us all, not just because they were strong in the good times, but especially so because they have persevered through the bad. The economic downturn certainly took its toll on every retail sector, but beyond that, the e-commerce outlets and chain stores have stepped up their games, making independent retail even more challenging," said Jenny Heinzen York, editor in chief of *Home Accents Today*. "The 2013 Retail Stars have faced down those challenges through an artful combination of innovation, customer service, marketing, merchandising and good old-fashioned hard work. We celebrate these successful merchants and encourage everyone to support the local businesses in their own areas."

Members of the home furnishings industry were invited to suggest stores and retailers were encouraged to submit information describing their businesses. The list was compiled and narrowed down by research analysts and editors of the publication.

The 50 Retail Stars list, sponsored by AmericasMart Atlanta, publishes each year in *Home Accents Today's* May issue. The 27-year-old publication, based in Greensboro, N.C., is owned by Sandow Media.

*Home Accents Today's* 2013 Retail Stars are:

Ann's of Corinth, Corinth, Miss.  
Bailey & Shamoun Interiors, Northville, Mich.  
Bay Design Store, Naples, Fla.  
Belle Provence, Mill Creek, Wash.  
Bernie & Phyl's Furniture, Nashua, N.H.  
Cornerstone Shop & Gallery, Lake Geneva, Wis.  
Country Willow, Bedford Hills, N.Y.  
DeVanes Distinctive Home Accessories & Gifts, Winter Park, Fla.  
Door County Natureworks, Egg Harbor, Wis.  
Heather Scott Home & Design, Austin, Texas  
High Falls Mercantile, High Falls, N.Y.  
Hildreth's Home Goods, Southampton, N.Y.  
Home Chic, Mayville, N.Y.

Honey's Home+Style, Waco, Texas  
Insidestyle Home and Design, Las Vegas, Nev.  
Interiors Etc., Mishawaka, Ind.  
J. Banks Design, Hilton Head Island, S.C.  
Leggy Bird Designs, Libertyville, Ill.  
Let Us Light Your World, Hixson, Tenn.  
LOFT Home, Austin, Texas  
Mary Sherwood Lake Living, Littleton, N.C.  
McNeal & Friends, Fargo, N.D.  
Modern Market, New Orleans, La.  
Moe's Home Collection, Vancouver, B.C.  
Nekkid Dave Life & Home, Winston-Salem, N.C.  
Northern Home Essentials, Havre, Mont.  
NW Rugs, Las Vegas, Nev.  
Randy McManus Designs, Greensboro, N.C.  
Rider Furniture, Kingston, N.J.  
Rockridge Home, Oakland, Calif.  
Ruby Livingdesign, San Francisco, Calif.  
Samsen Furniture, Genoa, Ohio  
Santa Fe Ranch, Okeechobee, Fla.  
Sky Iris, Bay Harbor, Mich.  
Southern Creek Rustic Furnishings, Pleasant Plains, Ark.  
Spruce Home and Garden, New Milford, Conn.  
Stanton Home Furnishings, Atlanta, Ga.  
Talsma Furniture, Hudsonville, Mich.  
The Country Squire, Selinsgrove, Pa.  
The Decorator's Edge, Thomasville, N.C.  
The Guest Room, Leesburg, Va.  
The Luxe Zone, Coralville, Iowa  
The Nest Egg, Fairfax, Va.  
The Seaside Style, Santa Rosa Beach, Fla.  
The Silky Way, Cincinnati, Ohio  
The Tin Roof, Spokane, Wash.  
Three French Hens, Wildwood, Mo.  
Verde Home, Atlanta, Ga.  
Vintage Wild Orchid, Virginia Beach, Va.  
Weego Home, Santa Monica, Calif.

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