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**Asylum Home Store**

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**FOR IMMEDIATE RELEASE**

**ASYLUM Commits Its Style To Palm Springs For A Third Season.**

Asylum Homestore to Re-Open For Business on Saturday, October 10<sup>th</sup>

**Palm Springs, CA October 7, 2009** – Asylum Home Store owner, and interior designer, Shawn Elmore announced today his plan to re-open his 5000 sq. ft. retail showroom and interior design space this Saturday, October 10th. Asylum Home Store is located at 844 N. Palm Canyon Drive in Palm Springs' Uptown Design District. This is Asylum's three-year anniversary here in the Coachella Valley.

"Asylum falls into four categories," says Elmore. "We operate as a retail furniture showcase. We do full-service interior design and sourcing. We handle staging for realtors, developers and consumers who want to showcase their space and increase their home value and we offer exceptional personalized customer service."

The feel of Asylum's showroom is warm, colorful and inviting, featuring what they call 'approachable designer furniture.' The styles are fresh and exciting while remaining transitional enough to compliment any décor. In keeping with the Palm Springs and Desert feel, their showroom lines, and room vignettes, have a strong influence that adapts to the mid-century look, while also utilizing subtle integration of natural resources of woods and metals.

Products and services include full design consultation, space planning, staging, custom-made upholstery and ready-made furniture sold directly off the floor, with design disciplines from contemporary and mid-century to traditional, offering the customer a more transitional approach to defining their needs.

Elmore says, "I'm also excited to introduce my new design partnership with interior designer Eric Taylor. Eric and I have worked together on a project basis over the years, but we're now officially joining forces to offer our clients, and Asylum customers, over 40 years of combined design experience and knowledge." Taylor adds, "While Shawn and I share a love of contemporary and mid-century design, my formal educational background adds a more classically trained emphasis to transitional design and furniture production."

"This combined approach to design and staging is much broader than the product mix that has been seen previously at the store. This unique approach will also give us an opportunity to fuse our separate pasts with our business' future by blending together our combination of interior design, construction, manufacturing, sales and visual merchandising experiences," says Elmore.

**Asylum Home Store officially re-opens for business on Saturday, October 10<sup>th</sup>. Store hours will be Thursday thru Monday 10:00a.m.-6:00p.m. and closed Tuesdays and Wednesdays weekly.**

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**About Shawn Elmore and Eric Taylor:**

**Shawn Elmore:** Shawn has owned and operated Asylum Home Store since 2006. He has worked as a premier manufacturer's sales representative, visual merchandiser, and interior designer for unique, upscale furniture and accessories for more than 20+ years. Customers that appreciated his style and vision, often asked him to be their interior designer, and he was off and running creatively and professionally. Shawn has the ability to see things "finished" and be able to translate his clients needs and desires into real environments. One thing is for sure, whether it is just one rug or an entire home, Shawn is all about making his clients happy so that they will keep coming back. Shawn most recently helped transform the interior vision of TRIO restaurant and lounge here in Palm Springs.

**Eric Taylor:** Eric is an Interior Designer and a graduate of both Saddleback College for interior design, and the Interior Designers Institute for Design and Merchandising. Eric has worked at Unique Interiors, designing and assisting on several projects in the orange county area, specifically Coto de Casa (home of the "Housewives of Orange County"). He has designed and managed the processes of furniture making from start to finish. Eric has worked previously at Saddleback Interiors, Peter Taylor Interiors, and Asylum Home Store as a design assistant, expeditor, buyer and sales associate.