

Press Release

CELEBRATING **winter** 2010



Inside is delighted as ever, to bring the freshest and most inspired collections for your home, yourself and for your friends.



CELEBRATING
winter 2010



Living

Relax in style with INSIDE's elegant sofas and beautiful embroidered and printed cushions, available in a number of different colour palettes: Cushions are to decorating what lipstick is to fashion – that indispensable, final touch. Discover also a wide range of throws for throwing over the back of the sofa and snuggling under on a chilly winter's evening, as well as great lamps and shades. The Horizon Plaza showroom boasts an ever growing range of furniture; particularly striking for winter is a fabulous new range of black and white high gloss book shelves and occasional tables.



CELEBRATING
winter 2010



Dining

One of the few places in Hong Kong where you can buy sensational tablelinen at a sensible price. INSIDE is well known for its tablecloths and napkins, many of which are blockprinted in contemporary, fresh colours. New for the festive season, there is a striking selection of paper napkins and white ceramics. The Horizon Plaza showroom proudly presents, a limited selection of high end, European 'lifestyle' cookware – the perfect practical gift.



CELEBRATING
winter 2010



Sleeping

INSIDE is loved for its great quality, yet well priced bedroom accessories – choose from quilts, bedspreads, pillows, throws, curtains. Indulge in this season's new luxurious velvet, embroidered silk or feather filled quilts and discover the new collections of bedlinen in-store. In Horizon Plaza discover new collections of bedside tables, blanket boxes, and small shelving units, perfect for the bedroom.



CELEBRATING
winter 2010



Bathing

It is probably safe to say that, INSIDE now offers the best selection in Hong Kong of great quality but reasonably priced, neutral toned, towels: discover the new collection from international brand CITTA, exclusive to INSIDE in Hong Kong. Add the finishing touches to your bathroom with elegant accessories in stone and glass, or more whimsical ones in Jaipur pottery and perfect for gifts also, find lovely diffusers, candles, sprays and soaps.



Festive Decorating

INSIDE likes to avoid clichéd seasonal decorations and is delighted to present fabulous 'berry stack' candles and glass beaded garlands which will add charm to any home this festive season. New this Christmas are fabulous, smart embroidered stockings and more traditional felt stockings but, the real show stopper is the charming Advent Stocking Garland, destined to become a much loved family heirloom. For a child, much of the joy of Christmas is in the anticipation and INSIDE brings a fresh alternative to the way to count the days of advent - just stuff each stocking with tiny presents and start counting.



CELEBRATING
winter 2010



Giving

For inspired practical and charming presents, look no further than INSIDE which offers solutions for all the family – from bathrobes to Boris the hobby horse; from leather desk accessories to dancing Indian ladies; from cheese boards to champagne stoppers; from journals to jewellery; from cuddly toys to cosmetic bags...



CELEBRATING
winter 2010



Dressing

This season, INSIDE's fashion range features some charming printed silk pieces, fabulous embroidered jackets, together with 'party' coats in silk and the ever-popular cotton 'kantha'. As ever, there is a range of exquisite white cotton nightwear, much of it with hand embroidery and the best ever selection of winter bathrobes for men and women.



CELEBRATING
winter 2010



Just Kidding!

For Christmas, Boris the hobby horse has just cantered into the stores and, also in felt, there are delightful advent stocking garlands. Fed up with commercial children's products that are made NOT to last? INSIDE offers unusual and quirky furniture and accessories for childrens bedrooms and will be offering a still bigger selection of one-off desks, small cabinets, trunks and bedside tables in the coming months.



INSIDE stores are at
231 Princes Building, Central, Hong Kong
1201 Horizon Plaza, Lee Wing Street, Ap Lei Chau, Hong Kong
G-104 Courtyard, The Repulse Bay, Repulse Bay Road, Hong Kong
www.inside.com.hk

28th October 2010

- ends -