



SHINE BY S.H.O.

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LAGUNA NIGUEL, CA - March 18, 2013 –SHINE BY S.H.O OPENING NEW FLAGSHIP SHOWROOM

The luxury lifestyle collection Shine by S.H.O officially opens the doors to its fresh new and glamorous flagship showroom at the Laguna Design Center in Orange County on March 19th during Spring Market. Coinciding with the opening is the launch of an entirely new 30 piece spring 2013 collection of furniture, lighting, textiles, rugs and artwork.

The outstanding new 3,700 sq. ft. showroom reflects the powerful creative vision of Shine by S.H.O 's co-founder and creative director Susan Hornbeak-Ortiz. Over her 20 plus year career, Susan is renowned for her multifaceted creativity, energetic flair and unique artistic approach to furniture design.

"The space will define my signature design aesthetic of Modern Coastal Couture. Growing up and living by the shimmering blue Pacific has always inspired me. As well, history and architecture, learned and observed through my worldwide travel, play an integral role in my inspiration as well as my insatiable passion for fashion. This fusion of all these elements is vital to the creative process to me," says Susan Hornbeak Ortiz.

"We are thrilled to expand into the Laguna Design Center among prestigious brands such as Baker, Ann Sacks and many others. As a true stand out in the world of interiors, Susan's innovative yet classical influenced creations are always a feast for the eyes" says CEO Russ Ortiz.

With a completely distinctive style that juxtaposes refinement with rawness, colors with neutrals, whimsy with sophistication, modern with classic, masculine with feminine, this multidimensional designer Susan Hornbeak -Ortiz has revolutionized the look, feel and meaning of modern American glamour. One of the key design principles and hallmarks of Susan's style is taking a traditional form and infusing it with a modern twist. The Lifestyle Collection takes you on a journey from vintage inspired to modern glamour and ignites your senses.

Shine by S.H.O connects the world of great design with the most stylish, fashion-forward and innovative lifestyle interior brand in the industry.

