

Press Release

## Bring in the festive colours of New Year into your home with Homes r Us

**Dubai, November 11, 2010:** Light showers of rain, breezy afternoons in the gardens and lazy cool evenings - winter has officially hit the town. With the new season comes all the festivity and excitement of New Year. Welcoming the season with all the gusto and celebration is Homes r Us, the fastest growing home furniture and furnishings brand in the Middle East. The popular furniture brand brings its latest collection of modern assortments of furniture and furnishings to decorate your home.

Speaking on the new range at Homes r Us for the season, Hameed Khawaja, Visual Merchandising Manager, Homes r Us, "At Homes r Us, we bring fresh, bright tones, and varied colors adding to the season's gaiety. The furniture is **trendy** and can be expressed by using clean minimalist lines, cool tones and new modern styles with bold features. Homes r Us comes with unique concepts that **bring** a great zest and fervor of colorful and stylish designs."

Helping you bring in a dash of colour into your home this season is Hameed Khawaja with some top tips and trends that one can use to bring in small changes into your home:

- In winter, warm and earthy tones become popular. Use of dark wood and leather is the right choice for the winter and autumn look, warm lighting and shades of terracotta when mixed with tans and plain neutral creams will be a perfect look for the home. Focus on earthy tones by mixing shades of cream and coffee.
- Getting one of the walls in the room painted instead of doing the whole room is a quick way to make a big change and it's not costly as well, especially for those who are afraid or not comfortable using bold colors in the room.
- Always use a color wheel or a color chart to choose the right color for a room. Keeping in mind the difference between the warm and cool colors - the warm colors are reds, pinks, oranges, tans, terracotta's yellow and yellow tinged- creams. The cool colors from the opposite side of the wheel are greens, aqua, blues, blue grays and violets. The perfect balance is to choose or mix the accent color from the opposite side of the wheel with your main color of the room. Study the amount and type of natural light received by a room and then use color to change the atmosphere and visual temperature.
- Adding pattern and design on the wall by using wall paper is another interesting way to make a fresh change to your home this season.
- Change of accessories in the room makes a big difference, such as a colorful rug, print art on the walls, adding colorful cushions on the sofa or on the bed. To add a little color to the setting, shades of peach, light butter yellow and a hint of greens used by mixing small accessories to the room.

- Changing curtains and adding a new design or color to your windows is another way of making a change without **much of a fuss**.
- Warm lighting and white pure candles gives this setting a calm yet elegant feel.
- An easy way to bring in constant change in the home is to use a neutral color on the walls, so a change in colourful accessories can be brought about without a major overhaul of the furniture.
- By throwing natural elements such as fire, wood, metal, bamboo, fur, jute and water, you can bring nature into your home and create a winter feel.

The new range at Homes r Us aspires to reverberate the warmth of sharing, caring and love in our lives. The decorative accessories with a mélange of exciting designs at Homes r Us is sure to take your breath away and give the new season a wonderful feeling of celebration and enjoyment.

### **Think Home, Think Homes r Us.**

#### **About Homes r Us**

Homes r Us is a complete source for home furniture, furnishings and lifestyle offerings, blending functionality and fashionable living. New collections and styles grace the store on a regular basis, thus ensuring that each visit to the store is an exciting and refreshing experience.

Finding a place in the hearts and homes of people, Homes r Us has impressive showrooms in the Middle East - UAE, Qatar, Bahrain (known as The Home Store).

Homes r Us Showrooms in the UAE:

- Dubai
  - **India Court**, Ibn Battuta Mall, Tel: 04 4469820
  - Mazaya Centre, Sheikh Zayed Road, Tel: 04 3213444
  - Arabian Center, Al Khawaneej Road - Mirdiff, Tel: 04 2845736
  - Hamriya Shopping Centre, Union Coop, Hor Al Anz, Tel: 04 2698030
- Abu Dhabi - Madinat Zayed Gold Centre, Tel: 02 6312020
- Sharjah - Al Qasimia Street, Tel: 06 5671678
- Al Ain
  - Near Jebel R/A, Abu Dhabi-Al Ain Road, Tel: 03 7559770
  - Bawadi Mall, Tel: 03 7840494
- Fujairah – Mohd. Bin Mattar Road, Tel: 09 2242893

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