

For Immediate Release

FHE Fresh Home Elements: Find the perfect gift at a perfect price

NEW Canadian brand hits shelves this season

The elves at the **FHE Fresh Home Elements** workshop have been busy. The stylish home design brand kicks off an inaugural holiday season at major retailers across Canada, just in time for fall/winter 2010. FHE designs, manufactures and distributes designer home accessories for everyday life, offering high design at low prices.

Stumped at finding the perfect present or stocking stuffer? FHE has it covered, with original gift ideas for everyone from trendy teens to fickle father. Give them the gift they'll appreciate every day.

"We're ecstatic to debut the new Fresh Home Elements collection, just in time for the holiday buying season," says FHE Group President and Co-founder Adam Schachter. "The line is all about savvy design at affordable prices and we couldn't be happier with the response so far."

The company's contemporary home accents are available at the Bay, Home Outfitters, Zellers, Costco and BINZ. The FHE signature line of photo frames and trays will also be carried at Black's Photography outlets.

FHE's premiere holiday collection includes:



Foldable Ottoman - pop up this clever space-saver for instant seating, storage and more. Available in black/brown leather or micro suede look. 16" x 16" From \$29.99. Also available with hidden tray table \$49.99.



Signature Picture Frame designs give the 'gallery effect' at starving artist prices. Available in black, wood and silver finishes. Various sizes and styles, from \$9.99 to \$24.99.

Photo Tray – perfectly personalized design. This dual-purpose tray/photo frame stylishly displays holiday memories, favourite graphics, or whatever your sugar plum heart desires. From \$14.99.

Portable Pet House – don't forget those furry, four-legged friends this season! Give them the gift that will be the envy of the pet set. Foldable house features on-board storage for everything from leashes to toys, brushes to remotes. Washable [cushion - yes] micro suede from \$39.99.

Folding Bench with Hidden Table – this ingenious storage solution pops up when needed, then folds away in an instant. Solid bench holds up to 300 lbs and features a tucked away table top tray. From \$59.99. Available in black/brown leather or micro suede look.

Tissue Bath Mat – step up to a stylish statement piece that adds instant texture and luxe. Uniquely soft and sophisticated for any bath area – or mix it up as a lush accent for small spaces. 29.99 20x30 . Available in Snow White, All About Eggplant, Mostly Moss, Charcoal Grey and Jet Black.

About FHE (Fresh Home Elements)



The FHE Group was founded in 2009, when childhood friends Adam Schachter and Jonathan Levy collaborated to create fresh, contemporary home accents with superior value and quality in mind. Their original designs and market savvy have captured the attention of major retailers, and the orders have been streaming in ever since.

FHE products are now available at stores across Canada, US and Mexico including HBC, Home Outfitters, BINZ, Zellers, Costco and Black's Photography. The FHE collection is also available through the Air Miles rewards program.

Visit www.thefhegroup.com for more information and retail availability.

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