



DIVINEHOME
for exquisite tastes

FOR IMMEDIATE RELEASE
Contact: Alex Kalafatides
akalafatides@divinehome.us
office 609.704.9900
cell/direct 856.438.0780
divinehome.us

STEP INTO DIVINE HOME, AN EXQUISITE NEW BRAND FROM THE COMPANY BEHIND ENTRYWAYS



Assorted indoor pillows from our collection

Cherry Hill, NJ, November 2018 — IUC International, the company behind the industry-leading home décor brand Entryways Doormats, is pleased to announce the acquisition of Divine Designs, the successful Dallas, Texas-based designer and manufacturer of stylish, popular home décor and furnishings for exquisite tastes.

With this acquisition, Divine Designs is now known as Divine Home (www.divinehome.us). The name has changed, but the brand will remain focused on the innovative designs, exceptional quality, and wide variety of products that people have come to expect, as well as its sterling reputation for friendly, outstanding customer service.



Part of the Divine Home indoor pillow collection



Stockings from the Divine Home holiday collection

“We are tremendously excited about Divine Home and the growth opportunity it presents, and we’re very confident about the style and value that we provide,” said IUC International Creative Director and CEO Eirini Kalafatides. “We cannot wait to unveil our expanded product offerings to our customers.”

Divine Home offers an array of highly sought-after décor, including luxury indoor pillows made from sumptuous fabrics; everyday indoor pillows that are eminently affordable without sacrificing style or craftsmanship; and durable all-weather outdoor pillows -- all available in an impressive range of



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designs and color patterns. Lovely table-top linens, decorative glassware, beautifully upholstered footstools, and other desirable home furnishing items can be found in Divine Home’s appealing line of products.

“As Divine Home continues to expand alongside Entryways, both brands will complement each other while offering customers even more exclusive, unique designs of the utmost quality from the same trusted source,” Kalafatides said. “Our company prides itself on making the ordering process easy and seamless for a buying experience our customers truly appreciate.”



Embroidery details from one of our indoor pillows

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To that end, customers will be able to order both brands online with one simple log-in. The Divine Home product catalog and online ordering are available now at www.divinehome.us.

The Divine Home product line will be showcased at IUC International’s permanent showroom in Atlanta (Bldg 2, Showroom 10-A-33) during the AmericasMart Atlanta International Gift & Home Furnishings Market from January 8-15, 2019, and at the Las Vegas Market (Booth P2-6051), which is happening January 27-31, 2019.



A selection of Divine Home’s outdoor pillows

Divine Home designs and manufactures exceptional décor and furnishings for every space in the home. Part of the IUC Brands family, Divine Home offers unique products and unsurpassed quality while providing exceptional customer service. Divine Home products can be ordered at www.divinehome.us.

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For more information or hi-res images, please contact Alex Kalafatides at akalafatides@divinehome.us or 609-704-9900.