

Dick Idol Brand Relaunching With Shadow Mountain Furnishings

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Montana outdoorsman, artist, and outdoor lifestyle personality Dick Idol and key licensee Shadow Mountain Inc. announced the return to the brand's roots after its more than seven years of providing consumers with innovative ways to bring the beauty and spirit of the great outdoors into their homes.

At the spring 2009 High Point Market in North Carolina, the partners will launch the new "Montana Reflections" collection inspired by the original collections that launched the brand with a bang back in 2001. This new program will target current, previous, and new Dick Idol retailers who want to tap into proven sellers and take advantage of one-stop shopping convenience and excellent values. A broad assortment of Dick Idol lifestyle products including case goods, upholstery, lighting, area rugs and more can be seen during market at the Shadow Mountain showroom in historic Market Square Suite #392.

Like everyone else in this difficult business environment, Dick Idol felt it was more critical than ever to step back and reflect upon what has made the brand and its products successful in the first place. Many retailers have commented about the need for compelling new products that are proven sellers and aren't big inventory risks. In addition, Idol says he continues to regularly receive calls and e-mails from consumers who still strongly desire the look and feel of the original Dick Idol products. Therefore, he felt it was important to focus on the basic product elements that have been successful...forms, finishes, and signature artistic details...and worked to improve them.

Idol collaborated with Shadow Mountain to develop a "new and improved" collection that truly delivers refined rustic styling inspired by the majesty and heritage of the great northwest that Idol calls home. This new collection is sure to continue building the Dick Idol brand's position as the premiere outdoor lifestyle brand for the home and the top source for refined rustic styling.

Dick Idol, founder and namesake of the brand, said, "We felt strongly that we didn't need to recreate the wheel. We've seen many good brands lose their way over time by forgetting who they are and what types of products historically work for them. These brands are too often tempted to try to become something they're not and end up declining because their products become watered down and look like everything else." He added, "The Dick Idol brand has experienced tremendous success with the original furniture groups that offered our customers rustic elegance and a good value. We believe there is a big opportunity to build on our past success if we can improve our core products, continue offering a good value, and deliver consistently."

The new "Montana Reflections" collection is a true "Reflection" of the brand's historical success and Idol's Montana roots. The group's mission-inspired panel design mixes birch solids with maple veneers and offers a rustic yet sophisticated execution of the original collection's signature two-toned finish. In addition, a rustically elegant textured metal bed incorporates real distressed buffalo leather with baseball stitching and nailhead trim. The collection emphasizes artistic details such as artistically sculpted metal twig accents and metal bas relief sculpted panels all created by Idol himself. Authentic northwest-inspired embellishments include hand hammered metal insets and antiqued bronze hardware, among others. These refined rustic furnishings incorporating such unique signature features are distinctly Dick Idol Legends and are sure to become treasured heirlooms.

Chad M. Turney, president and CEO of Shadow Mountain said, "We are thrilled with our partnership with Dick Idol and believe that this new collection is a great opportunity for us to penetrate a wide variety of accounts that have a great track record with the brand and are seeking proven, relatively low risk products." He added, "Shadow Mountain has demonstrated that we can offer superior rustic products at a great value and deliver them consistently, and we look forward to growing our Dick Idol business."

Dick Idol has utilized his expertise in art, antiquities, and nature to create a lifestyle brand that brings the spirit of the outdoors into everyday American life. In 2001, Idol successfully launched the Dick Idol Home Collection, an outdoor-inspired furniture and household accessories line that has established Idol as an

original American lifestyle innovator. More than 2,500 retailers in North America and overseas have carried Dick Idol products, with sales exceeding \$150 million. The “signature” Dick Idol Legends by Shadow Mountain line was launched in October 2006 with the objective of becoming the all-inclusive source for refined rustic styling for somewhat smaller independent furniture retailers and specialty furniture boutiques. The new Montana Reflections collection is intended to allow Shadow Mountain to expand the line to a broader customer base. Idol continues to design products and create fine artwork including paintings and sculptures in his studio in beautiful Whitefish, MT. As Idol often says, “It’s a tough life, but somebody has to do it!”

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