



April 15, 2009



### Bunny Williams has done it again...

*Make a beeline for Bee Line Home by Bunny Williams*

Who: Bunny Williams

What: BeeLine Home furniture collection

Where: Go to [www.beelinehome.com](http://www.beelinehome.com) to see the collection and the list of retail stores.

When: April, 2009

Why: To allow the consumer to buy beautiful, high quality, well-priced furniture retail. Only redoing one or two rooms? Want to change your existing decorating up a bit with a few new pieces? Redoing but not using a decorator? This line is for you!

*Note: Each collection is a limited edition for one year. When it is finished, a new collection will be offered.*

To read A Sharp Eye's interview with Bunny Williams about her new venture, [click here](#).

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### A Sharp Eye talks with Bunny Williams:

Bunny Williams, the sought after interior designer and author of 3 books, has added another feather in her cap: furniture designer and creator of the BeeLine Home Collection.

ASE: *What kinds of pieces are in the BeeLine Home collection?*

BW: It consists of coffee tables, side and drinks tables, desks, upholstery, mirrors, chairs, accessories, and lighting. Each piece has great character and was inspired by something that is meaningful to me.

ASE: *When did you have this idea and what is the concept?*

BW: The idea came to me about five years ago. I wanted to reach more people than I was able to as a decorator. I have been disappointed by the design and quality of much of the furniture that is sold at retail. Custom made furniture is exorbitant and doesn't arrive for months. I wanted to design a retail line of furniture that was available not only to consumers, but because I am a designer, I also wanted it to appeal to the design trade.

ASE: *Your timing couldn't be better with the current condition of the economy. People who would have hired a decorator may not want to, but they may not want to compromise on style and quality by buying retail.*

BW: I hope my timing is good! If you are redoing only one or two rooms, want to mix your furniture up a bit, or choose not to use a decorator, the collection is perfect for you.

ASE: *Tell us about the line.*

BW: BeeLine is coming to stores by mid April, 2009 and will be limited edition, available for one year only. Then I will design another line. This way, the pieces won't be oversold, and you won't see your coffee table everywhere you look.

It is eclectic, which is my style; mixing classic and modern makes a room more interesting. It all goes together, but is not a "suite" which is not my style.

We are producing all the pieces ourselves, not sub contracting to another furniture maker. Through my travels over the years, I've found skilled artisans all over the world. Our upholstery is being made in California. Other pieces will be made in China, Indonesia and India. Most important, the quality of everything in the line will be superb.

ASE: *What is the price range and how can people buy from the line?*

BW: In this first collection the prices range from \$400 for the Party-Hat Lamp to \$9,000 for the Nailhead Sofa in Cotton Velvet. Go to the website, [www.beelinehome.com](http://www.beelinehome.com) to see the

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pieces. Enter your zip code and you will be referred to the retail store nearest you that is carrying the line. If you are in New York City, you are welcome to visit our showroom at 306 E. 61<sup>st</sup>. St.

ASE: *When will the website be up and running?*

BW: It will be ready by the end of February. I will have a section called "[Bunny's Buzz!](#)" where I will post style tips and lifestyle ideas.

A Sharp Eye thanks Bunny for spending time with us, and wishes her well with this new venture. We can't wait to place our own orders from her premier line!

[www.beelinehome.com](http://www.beelinehome.com)

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