

SIMON PEARCE



MEDIA CONTACTS:

Wendy Pierce

617.710.7733

wendy@goldsteinpierce.com

Lorin Seidman

617.990.4176

lorinseidman@gmail.com

**SIMON PEARCE RECREATES ITS BOSTON PRESENCE WITH A NEWER, GRANDER,
SPECTACULAR NEWBURY STREET LOCATION
New Gallery Shows Off One-of-a-Kind Items from the Company's Artisans**

BOSTON, October 12, 2010 – Simon Pearce, the Vermont-based designer of hand-blown glass, handmade pottery and unique tabletop accessories, is pleased to announce their upcoming move to a new Boston location. After 12 successful years at 115 Newbury Street, the company is expanding its Boston presence just 100 paces east at a two-story storefront at 103 Newbury. This new concept store is scheduled to open on Saturday, October 30.

The new 4,100 square foot venue more than doubles the size of its former store, giving shoppers the opportunity to purchase hand-crafted merchandise in an elegant and comfortable space. Simon Pearce enthusiasts will appreciate the Boston store's commitment to carrying the full Simon Pearce line, bringing the distinctive lifestyle feel of the company's flagship location in Quechee, Vermont direct to Boston customers. A new gallery concept will display one-of-a-kind handmade products that showcase the work of their master artisans. These more contemporary pieces will be an exploration of glass and pottery; ultimate gifts for glass and pottery enthusiasts. There will also be more room for attention to servicing the bridal customer.

Rob Adams, president of Simon Pearce, says "We are excited to finally be moving into a space on Newbury Street that does justice to the quality of our products and the lifestyle we portray. This new venue will establish an updated look for what we see as an absolutely critical location to build a growing presence in the minds of Boston customers. We want our visitors to feel at home when they're in our new store, and with that in mind we've designed the space to be simple, chic and modern, but at the same time warm, approachable and welcoming."

The new Simon Pearce Boston store will be wide, spacious and adorned with calm grayish hues on the walls, and paired with natural white oak flooring. Taking advantage of the store's high ceilings and large bay windows looking out onto Newbury Street, one of the highlights of the space will be a 4 foot glass chandelier specially-designed by Simon Pearce himself, to be visible to passersby.

-more-

Simon Pearce on Newbury Street/2

The store will immerse the customer in the timeless designs of glass and pottery for which Simon Pearce has always been known. The new venue will also have ample room to feature furniture, home accents, and seasonal items with added emphasis on how to set the table and build customized lifestyle statements.

Simon Pearce will be open daily at 103 Newbury Street in Boston's Back Bay. For more information, visit SimonPearce.com or call 617.450.8388.

About Simon Pearce:

Simon Pearce designs, manufactures and markets original products in hand blown glass and handmade pottery and operates two fine dining establishments. Simon Pearce has maintained a dedication to creating products that are beautifully designed, produced with premium quality materials and time-honored techniques and intended for a lifetime of everyday use. Founded in 1971, Simon Pearce originated as a small glassblowing workshop in Kilkenny, Ireland. In 1981, the company moved to a historic woolen mill on the banks of the Ottauquechee River in Quechee, Vermont. Today, Quechee remains the flagship for Simon Pearce's retail, restaurant and production activities. The full range of glass and pottery designs embodies traditional and contemporary styles—all with classic simplicity, elegance and everyday functionality. The line is available at 9 Simon Pearce retail stores, through a nationwide network of over 400 signature stores, via mail-order catalogue and online at SimonPearce.com.

#