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San Francisco, CA
San Francisco Design Center

KHROME STUDIOS OPENING NEW DESIGN SHOWROOM

SAN FRANCISCO (January 6, 2012) – Khrome Studios is pleased to announce the addition of its newest showroom at the San Francisco Design Center, Showplace 305. This new location provides Khrome Studio’s dedicated staff a larger, high visibility showroom to display its unique, contemporary home furnishings to the trade. Gioi Tran from the San Francisco based design firm ApplegateTran is leading the showroom design and buildout. Everyone at Khrome Studios and Applegate Tran is thrilled to be working on this collaboration.

Khrome Studios is the design division of Direct Designs Home, originally a west coast manufactures’ representative and showroom operations business. “For 27 years, our hard-working, service oriented staff has been working in relatively cramped conditions”, said Karen McMullen, founder of Khrome Studios and Direct Designs Home. “Last year, I endured a pretty brutal round of treatments for cancer. It was humbling, and enlightening. Having just gotten a clean bill of health December 29th from my oncologist, I decided it was time to put the pedal to the metal.”

After making a lateral market move with her Direct Designs Home business in 1991, converting operations to sell directly to the trade, Ms. McMullen learned anything was possible. “We have a passion for design, and over the years we have tried everything, from a ‘lab-rat area’, where the furniture wouldn’t sell no matter what we did; and a ‘goosebump showcase’ named for that particular sensation I had when I saw something I loved”, said McMullen. This passion has evolved to what is now Khrome Studios’ unique Euro-style lines and private table designs on display at its new designer showroom.

On the calendar for Khrome Studios - Wednesday, February 1, soft opening all day, ribbon cutting, accessory raffle, and the kick off of our lecture series with Applegate-Tran “*Up close and Personal, discussing the Belvedere Showcase house and more*”; and on Friday, February 3, the famed Hollywood movie producer Lloyd Silverman (*Snow Falls on Cedars, Caravaggio, La Cage Aux Folle*), creative director at the Artist Colony, teacher at the Art Institute and founder of Comunic8. You wont want to miss these. Cocktails and appetizers served daily.

ABOUT KHROME STUDIOS – Khrome Studios is a to-the-trade furniture showroom and design service center specializing in mid-century modern to euro-contemporary furnishings and accessories, including private lable designs and product purchased from all over the world. Khrome Studios prides itself on providing the highest level of designer and client service.

Location:

Khrome Studios
SFDC, Showplace 305
2 Henry Adams St.
San Francisco, CA 94103

For more information:

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