



making fine art accessible to all 

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Pacific Art Group Partners with Horchow

First Horchow Online Art Gallery To Launch In Mid-February

Emeryville, CA (February 21, 2007)—Pacific Art Group, (PAG) the first exclusive fine art brand for the national retail and hospitality industries announced that it has partnered with Horchow, the legendary authority and source for fine furnishings and home décor, to create a stunning collection of original finished fine art for the first ever Horchow Online Art Gallery.

Beginning in mid-February, the Horchow Online Art Gallery, featuring 20 original fine art pieces photographed in furnished room settings, will be available to customers from Horchow.com. Select works from the exclusive Collection will also be available on display in the Showroom in Neiman Marcus' Willow Bend location in Plano, Texas.

"We are proud to have had the opportunity to create this magnificent group of original art pieces for the new Horchow Online Art Gallery. The Horchow brand signifies quality and design excellence that is uniquely positioned to offer its customers well priced and beautiful original art," says Helen Bulwik, president of Pacific Art Group.

"The inspiration for our first ever Horchow Online Art Gallery came from our customers", said Tom Holzfeind vice president, divisional merchandise boss of Neiman Marcus Direct. We've worked closely with Pacific Art Group so that each piece has been designed and created with the homes and lifestyles of our customers in mind".

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For over one year, Pacific Art Group collaborated closely with Horchow's home furnishings merchants, commissioning twelve artists from PAG's internationally acclaimed studio to create an exclusive, private label collection that befits Horchow's distinctive taste and quality.

Each of the 20 pieces is an original design and hand painted in acrylic on canvas by the artist in the US. To maintain the originality of each work in the Gallery, the artists have been commissioned to paint up to twenty each of their original art pieces. In addition, each piece is individually signed by the artist and includes the Horchow Certificate of Authenticity and the artist's biography on the back.

About Pacific Art Group

Pacific Art Group is redefining the way art is sold by making it accessible and affordable to all who want to brighten their environment with fine art. PAG creates and produces finished fine art for distribution to the national retail, specialty home furnishings and hospitality industries. With its team of more than 130 talented artists, merchants and framers, PAG partners with major retailers and hoteliers to deliver exclusive trend and home décor-relevant imagery unmatched in the industry.

About Horchow

Since 1971 Horchow has built a retailing empire as a legendary authority and source for fine furniture, linens and decorative objects for the home from around the world. The Horchow collection was the first luxury mail-order catalog and is credited with pioneering the use of toll-free phone numbers for placing orders. In 1988 the Horchow Collection became part of what is today Neiman Marcus Direct, the direct-to-customer division of the Neiman Marcus Group. The web site, Horchow.com launched in 2002.

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