

## New Home Trend Points to Living Room Renaissance

I just wanted to quickly pass along a new trend that our analytics team and LivingRoomsDirect.com specialists have uncovered, to see if you would like to explore the topic further. Based on spending analysis across a variety of home categories and sites, including CSNStores.com – a top three online retailer of home furnishings – we’ve discovered that **living room revivals are emerging as the hot new makeover for '09.**

We talked with celebrity TV designer Angelo Surmelis regarding this phenomena and he believes that “the way you feel in your living room is linked to the way you feel in your life,” and if the living room is drab, dull and depressing, the entire mood and outlook of the household can suffer. We also saw that living rooms were taking a back seat to rooms requiring more focused makeovers, i.e. the kitchen, bathroom, and bedroom, and were really becoming the “forgotten room” of the home.

What’s worse, we found out that, in the past two years, **living rooms were being made to feel smaller by recently added functions.** A CSN Stores / Harris Interactive Survey conducted this April revealed that some living rooms were becoming both the place to lounge and the place to exercise or work. As changes in lifestyle called for additional furniture and space, families were incorporating new ‘functions’ into the living room, even if that meant putting the new laptop cart or treadmill next to the couch.

However, in the past months, the call and need for a nationwide living room renaissance has been heard. Alex Wilczek, CSN Category Manager, notes that “**living room accents have been very popular in mid-2009 at CSN**, as people are trying to add more appeal to their decor inexpensively.” Also, Surmelis just launched one of the first design-oriented lines of affordable living room furniture – angelo:HOME.

And on top of that, CSN Stores recently kicked off its first ever contest, the [Living Room Search and Rescue](#), a coast-to-coast search for a recession-weary living room in the most need for resuscitation. The grand prize featured a Room Rescue Package worth north of \$5,000 and all that enter are awarded 10% off their next CSN purchase.

If you’d like to learn more about this ‘living room revival’ trend, angelo:HOME, or the Search and Rescue contest, please contact me via email or at 617.502.7051. Also, I’d be more than happy to set up an interview with Surmelis, Wilczek, or any one of our other category specific specialists. I could also send 5-10 new, living room top sellers if you’d like to pursue a more product-focused piece.

For high res images or more information, please contact [PR@CSNStores.com](mailto:PR@CSNStores.com). Thanks again.