

New, Trendy Hearths Bring More Heart into the Home

Modern and Eco-Friendly Fireplaces Promise a 'Hot' Trend
For the New Year, Valentine's Day and Beyond

Fireplaces are expected to make a significant comeback in late '08 and early '09. This anticipated trend is based on several factors occurring simultaneously: an influx of new designs, the creation of multifunctional models, the growing popularity of eco-friendly, electric options, and the fact that people want more affordable ways to heat their homes.

"Most families make at least one significant purchase per year for their homes," says CSN Stores' Fireplace Expert Kerri Scott. "And with all the new and exciting offerings slated to debut in '09, many experts predict a new fireplace will be that big buy. Another trend we're anticipating for January and February is that fireplaces will warm up more than living rooms, extending into dens, offices, game rooms, and even select finished basements. In fact, we're already seeing the beginning of this trend."

Given the built-in romanticism of a fireplace, on top of everything else, Scott predicts that modern and electric models will be increasingly popular, high-end gifts for Valentine's Day. "There's something very inviting about a fireplace. It's the ideal way to reignite passions in all romantic relationships."

Scott and our other gift-giving specialists have handpicked a number of new fireplaces, from the eco-friendly to the economical, guaranteed to heat up '09:

Modern:

Burley UK - Ayston Wall Mounted Electric Fireplace with Mirror Glass Front - \$2,255
(BRAND NEW)

<http://www.csnstores.com/Burley-UK-515US-BXR1019.html>

Blomus - Chimo Freestanding Fireplace - \$1,655.54

<http://www.csnstores.com/Blomus-65169-RY1694.html>



“Red brick and dark mahogany aren’t the only materials used to in fireplace construction anymore,” says Scott. These two modern hearths are made of stainless steel and feature the clean lines and style that are staples of modern design. The glass on the Burley fireplace is touch-sensitive, allowing the user to adjust temperature and flame height with the tap of a finger. Both fireplaces are available on AllModern.com.

Multifunctional:

Dimplex - Ovation Marana Cherry Fireplace & TV Stand - \$1,649 (BRAND NEW)

<http://www.csnstores.com/Dimplex-SAP-500-C-DP1173.html>

Classic Flame - 23" Anaheim Electric Fireplace & TV Stand - \$919.20 (BRAND NEW)

<http://www.csnstores.com/23MM705ESP-0451-23EF024GRA-CI1201.html>



Fireplaces that double as plasma TV stands are becoming popular now and should be even more in demand in ‘09. Perfect for small apartments or cramped living rooms, these offerings make terrific centerpieces. This Valentine’s Day, imagine curling up with your spouse in front of the television AND fireplace. They’re both at CSNFireplaces.com.

Eco-Friendly Fireplaces:

Dimplex - Holbrook Burnished Walnut Electric Fireplace - \$649

<http://www.csnfireplaces.com/Dimplex-DFP4765BW-DP1166.html>

Classic Flame - 28" Aventura Electric Fireplace - \$1,519.20 (BRAND NEW)

<http://www.csnstores.com/28WM838ESP-0451-28EF024GRA-CI1207.html>



Ideal for the environmentally conscious, these fireplaces are clean, require zero venting, and plug into any standard outlet. The Dimplex model is also very economical, operating for just three cents an hour. “These fireplaces are increasingly popular among people looking to reduce their carbon footprint,” Scott adds. “Going green is now a frequent New Year’s resolution, and we expect that many people will see purchasing an eco-friendly fireplace as the perfect way to carry out these resolutions.” We feature a variety of these on CSNStores.com.

Economical:

Burley UK - Cottesmore Electric Coal Basket - \$297 (BRAND NEW)

<http://www.csnstores.com/Burley-UK-224-BXR1006.html>

SEI - Everson Classic Mahogany Electric Fireplace - \$399 (BRAND NEW)

<http://www.csnfireplaces.com/Southern-Enterprises-FA8579E-UT1888.html>



It’s no secret that, this year, many families are concerned with overspending, and that’s why Scott predicts that models such as the ones above, hearths that are affordable and high performance, will be more popular than ever in ‘09. The SEI fireplace, though rather inexpensive, packs the punch of a high-priced model – it features two heat settings and control over amber glow, flame size, and heat output. See both models on CSNFireplaces.com.

For hi-res images, more information, or to set up an interview with our experts, please contact me at wflanagan@csnstores.com or 617.502.7051. Thanks again for your consideration.

Best,

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