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## PANACHE AT HOME RELOCATES TO THE SHOPS AT STARWOOD

*Popular Frisco based home décor boutique enhances the shopping experience at The Shops at Starwood*

**Frisco, Texas** (February 16, 2009) Panache at Home, a Frisco favorite for home décor and accessories, is relocating to The Shops at Starwood in Frisco in April 2009. Known for “everything beautiful for the home,” Panache at Home has spent five years at the nearby corner of Legacy and Lebanon and finds The Shops at Starwood a more desirable location to cater to those who expect a true specialty shopping experience.

“Panache at Home will truly be “home” at The Shops at Starwood. The beautiful merchandise mix and proven success of Panache at Home will only enhance the guest experience at The Shops at Starwood,” states Kirk Hermansen of Hermansen Land Development and owner of The Shops at Starwood.

Panache at Home’s owner and founder, Nancy Pierson, knows that each guest in her store will find something they love. She carefully hand selects all of Panache’s merchandise seeking items unique and respectfully priced. From Edgar Berebi stemware, lighting, frames, floral (custom arrangements available) table runners, wall art and other home garnishes, Panache at Home can accent any home. Like many of the retailers and restaurateurs at The Shops at Starwood, Nancy Pierson is a Frisco resident which enhances the neighborhood feel of the center.

“We are thrilled to join The Shops at Starwood. Our customers will love the unique mix of retailer and restaurants and will visit us more often. Panache at Home will stay true to its lovely selection of home accessories just now you’ll find us in a newer home,” states Nancy Peirson, owner and founder of Panache at Home.



**ABOUT PANACHE AT HOME:** Panache at Home is a Frisco boutique that carries respectfully priced décor and accessories for the home. True to its name, Panache at Home offers a stylish selection of home accents that include Edgar Berebi stemware, Mark Roberts home accessories, Roma picture frames and Lux Candles. As of April 2009, Panache at Home will be located at The Shops at Starwood in Frisco at the corner of Lebanon Road and the Dallas North Tollway. For more information, visit [www.panacheathome.com](http://www.panacheathome.com) or call (469) 633-0383.

#### **AWARDS AND MORE ABOUT THE SHOPS AT STARWOOD**

The Shops at Starwood is a one-of-a-kind mixed use center featuring specialty dining, boutique retailers, luxury office space and upscale personal service amenities. Its timeless architecture, pedestrian plazas and signature fountain make it a distinctive and elegant Frisco destination for Frisco. With many of the retail owners having roots in Frisco, the atmosphere is much like a neighborhood. Phase III is planned to break ground in 2009. This Phase will offer Frisco's only Class AA Luxury office tower, with structured parking, additional specialty retail, and world class dining.

The Shops at Starwood opened in November 2006 and has received rave reviews from the media and community. Awards for the center and its tenants include 2008 Development/Developer of the Year by Frisco Chamber of Commerce, 2007 Finalist for Developer of the Year by Frisco Chamber of Commerce, Truffire Kitchen & Bar Best Restaurant by D Magazine, Kotta Sushi Lounge Best of the Burbs by D Magazine and Best Sushi by Citysearch, Little Heiress Best of the Burbs by D Magazine, Bonnie Ruth's Café Trottoire et Patisserie Best Neighborhood Restaurant by D Magazine, It's A Grind Coffeehouse named a finalist in 2007 and 2008 for Small Business of the Year by Frisco Chamber of Commerce and named Best Coffee by Citysearch, green peridot Aveda lifestyle salon owner, Daniel Lewis named national Fan Favorite on BRAVO TV's Shear Genius and numerous Aveda concept awards, Sweeney Media Group named 2008 Community Partner of the Year by the Frisco Chamber of Commerce, 2007 Best of Business by Frisco STYLE Magazine and Century 21 Judge Fite Company Fine Homes & Estates was named one of the Best Places to Work by Texas Monthly Magazine and is the largest Century 21 franchise in Texas.

Recent 2008 additions include Panache at Home, Champion 4 Fitness, The Gent's Place, Pappagallo's Classiques, Petra Essence of Mexico, The Cupcakery, Mattress Logix and Plum Crazy along with the original tenants DFW Diamond Design Studio, Learning Express Toys, Piccomolo Italian Ice Cream, and Nationwide Insurance.

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