

**FOR IMMEDIATE RELEASE****DESIGN WITHIN REACH PARTNERS WITH ARZU STUDIO HOPE**

*Unique Social Business Partnership Connects Afghan Weavers with Globally Conscious Consumers*

**(San Francisco, CA) – October 1, 2009** – Design Within Reach (DWR) is partnering with Arzu Studio Hope (Arzu) to offer DWR’s extensive customer base a limited-edition collection of 28 one-of-a-kind handmade rugs, available this October and November for purchase at one of five trunk shows at select DWR locations across the United States or through DWR’s website at [www.dwr.com/arzu](http://www.dwr.com/arzu). Arzu Studio Hope is a nonprofit social enterprise organization that supports women in Afghanistan by sourcing and selling the rugs they weave. Of Arzu’s total expended resources, 93% directly supports Arzu’s mission. In an effort to break the cycle of poverty, sales from the rugs will directly contribute to Afghan communities, providing weavers and their families vital access to education, health care and community infrastructure improvements.

Each Arzu rug is one-of-a-kind, made from handspun wool that’s gathered from locally bred sheep and dyed using all natural, vegetable-based materials. Notable for their tight weave and dense pile, the rugs are woven by hand on looms in the homes of the artisans – enabling weavers to continue caring for their children while generating income for their family. The 28 Arzu rugs that DWR has selected range from tonal solids to vibrant patterns and include designs by Thomas Schoos and Ben Holiday. DWR will launch the Arzu partnership at five trunk show events, starting in New York City on October 14, and followed by Chicago on October 22, Los Angeles on October 29, Houston on November 5 and Washington, D.C. on November 12. Customers in each city will have five unique Arzu rugs to choose from. Three additional rugs will be available for purchase online at [www.dwr.com/arzu](http://www.dwr.com/arzu).

“DWR’s partnership with Arzu Studio Hope will bring much deserved attention to their brave and noble work in Afghanistan.” remarks Ray Brunner, CEO of DWR. “Together, we are leveraging modernism to create social equity for Afghan women and their families. The ‘added value’ in these rugs is the potential for a better future that they represent. There is no greater value than hope.”

**About Design Within Reach, Inc.**

Design Within Reach, Inc., founded in 1998 and headquartered in San Francisco, California, offers the best in modern design. The company markets and sells its products to both residential and contract customers through retail Studios, DWR Annex outlets and DWR: Tools for Living stores in the United States and Canada, online at [www.dwr.com](http://www.dwr.com) and via its San Francisco-based phone sales team at 1.800.944.2233.

**About Arzu Studio Hope**

ARZU, Inc. (ARZU Rugs/STUDIO HOPE World Design) is a 501(c) 3 non-profit organization and a new model of social business enterprise. Arzu works to maximize the value of every dollar received, while striving to become fully self-funding through the sales of high-end, artisan carpets to the residential and commercial design markets. Visit [www.arzurugs.org](http://www.arzurugs.org) to learn more.

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