

Graffiti In The Home Proves Essential; Onley Make Believe Introduces New Line of Graffiti Inspired Home Accessories

SAN FRANCISCO, CA -- November 29, 2004--Gerard Onley, designer for and proprietor of Onley Make Believe Decorative Throw Pillows (OMB), today unveiled its latest collection of decorative pillows – The Graffiti Gallery, offering hand-painted “graffiti inspired” fabric. The Company’s website (www.onleymakebelieve.com), which offers innovative accessories for the home, again has chosen to shy away from “traditional” home design to prove that (in it’s own right); graffiti can add beauty to home decoration.

Having been in business for the past 8 years as a small business, OMB has continued to expand it’s signature five themed pillow galleries to include “Out of Africa” Gallery, which debuted in Summer 2004, offering pillows designed in African Mudcloth fabric. The latest gallery - Graffiti, offers hand-painted fabric inspired by the numerous scrawling, drawings, and graphics seen throughout many cities and towns around the world and simply known as graffiti.

Onley Make Believe showcases an ever-growing collection of custom pillows, placemats, and table runners. According to Gerard Onley, “the Graffiti Gallery simply offers something different in the home furnishings marketplace. With the opening of the new gallery, I feel that it fits with what the Company is all about, and that is offering options, simplicity, and originality to the home environment.” When asked about the inspiration of the Graffiti Collection, he continues, “graffiti is often stigmatized as being ugly and unsightly, but taken out of its natural element, it’s simply graphic art, which can serve as a major and beautiful accent to a boring room.”

With over 500,000 visitors to date to its e-commerce site: <http://www.onleymakebelieve.com>, OMB has proven that there is an ever-growing market for consumers looking for something unusual and creative, lending a personal touch to the home. While it’s easy to find countless pillows, placemats, and table runners in many stores and specialty shops, OMB is one of the few to offer "an artistic approach" to designing cutting edge designs for the home.

Products:

Visitors to the site will discover a full selection of OMB’s products and designs. The 8-themed galleries feature detailed pop-up windows of each design, allowing customers to view the excellent workmanship and detail of each product. The galleries featured are Basic, Asian, Geometric, Deco, Novelty, Out of Africa – of ethnic influence, featuring designs in African Mud Cloth; and the Graffiti Gallery giving viewers an urban inspired feeling, featuring hand-painted Cotton Duck or Linen reflecting (graffiti styled) art. The Site also offers a varied selection of tabletop designs: placemats and table runners, many of which reflect select pillow designs. Along with new products; the Site allows its customers easy-to-understand presentation; faster navigation and loading; UPS Shipping and Tracking, and easy to use PayPal payment system, which makes shopping a breeze. January 2005 will mark yet another milestone for OMB when the Company will release it’s first quarterly newsletter - OMB News.

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OMB has chosen to showcase each design reflecting its signature handcraftsmanship and originality, offering a refreshing addition to the market of home furnishings. OMB continues to offer the look of simplicity and elegance found in previous designs and maintains the belief that "high-end home furnishings should consist of unique details and not just the use of expensive fabrics."

OMB's Signature Collection is interpreted in Cotton Duck, 100% Linen and Jute. A select number of styles feature silk and cotton embroidery threads, silk ribbon, and raffia. In addition to the standard made-to-order fabrics featured, OMB is also capable of reproducing any design shown within its galleries in fabrics and/or color schemes provided by the customer through its "Custom Works" services. On the website, the entire collection is shown in its signature colors Black and Cream and is priced from \$95 for the Basic pillow measuring 20"x20" to \$215 for a hand-beaded pillow. Placemats are available in small, standard and deluxe, and are priced from \$12 ea, to \$24 ea, also available are table runners, which are priced from \$145 to 225. Prices may vary for design work submitted by the client.

The Designer:

Gerard Onley, designer for and proprietor of Onley Make Believe, continues to bring a refreshing look and feel to residential and office interior design. His design work for the Bay Area Designer Showcase "The Buck Estate Revisited", in 1996, was the inspiration behind the Onley Make Believe product line for home furnishings. With a degree in Fashion Design from the Fashion Institute of Design, Onley has worked with a number of Bay Area designers and retailers. His designs have also been featured in numerous Bay Area publications including Gentry Magazine; California Home and Design Magazine; the San Francisco Examiner Sunday Magazine, and San Francisco Magazine. Recently San Francisco Magazine profiled Gerard at home in November 2004: <http://www.onleymakebelieve.com/press.htm>.

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For more information regarding products available, please contact Onley Make Believe:

Website: <http://www.onleymakebelieve.com/>

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