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LAFAYETTE  
1910 Kaliste Saloom Road, Suite 400 Lafayette, LA 70508 tel. 337.993.8883  
BATON ROUGE  
8645 Bluebonnet Blvd. Baton Rouge, LA 70810 tel. 225.248.6912  
[WHomeFurnishingsStore.com](http://WHomeFurnishingsStore.com)

FOR IMMEDIATE RELEASE

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### **Candice Olson arrives in Baton Rouge!**

Four years ago two creative professionals took a leap and brought a fresh, modern, classic design style to Lafayette, Louisiana. Armed with the statistics of positive growth throughout Acadiana, the husband and wife creative team of Rene and Nina Ward left what was remaining of their Katrina battered home, along with their 2 yr. old twin boys, on a mission to establish a fresh, new retail and designs store, appropriately named W. Home Furnishings. (The W. refers to their last name.)

Based in Lafayette, W. Interiors, a home furnishings retailer, has recently expanded into Baton Rouge. Building on the success of their premiere location in the Village of River Ranch in Lafayette, W. introduces their signature “Livable, High Fashion, Comfort” style of home furnishings to the Baton Rouge market. Located in the heart of Baton Rouge, on Bluebonnet between Perkins and Highland, the retail showroom features a full representation of Candice Olson’s sophisticated mix of custom furnishings, fabrics, wallpaper, lighting, and fine woven rugs. W. Interiors & Design Studio is the only Baton Rouge retailer to offer the esteemed Candice Olson collection. Candice Olson is a renowned designer and the host of one of TV’s most popular shows, Divine Design”. Olson is also the author of a weekly syndicated column and her book, “Candice on Design”, which is the first in a series. “We are so proud to carry such a well known and respected brand. Candace Olson has always been associated with amazing design that includes incredibly comfortable, livable spaces. It’s a perfect match for W., as our principles are focused on being high fashion, yet livable furnishings,” says Dana Johnson, General Manager and Senior Design for the Baton Rouge store. The Baton Rouge location is a new store format for the home furnishings retailer, called “W. Interiors & Design Studio.”



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W. Interiors offers something other companies don't that the consumer and interior designers want: great design, comfortable options, high quality, competitive pricing and quick delivery. The new design studio in Baton Rouge provides a vibrant atmosphere where you can shop, place a custom order, or get personalized advice from the in-house design team. In addition, W. Interiors & Design offers complimentary in-home design services.

Designer Nina Ward and husband René Ward are the creative team behind the W. Interiors brand. Their distinctive design aesthetic comes from years of training and hands-on experience with the Interior Design industry. The couple began in business as owners of Villa Vici in Covington, then later moving to Lafayette to begin their signature store concept. Appropriately named W., the store pays homage to Wards' last name. "Interior Design is an expression of one's personal style. As a business owner, I work so closely with our clients to help them achieve their goals. Being personally committed to the success of our brand, I thought it was only appropriate to use our last name," says Nina Ward. "Our Baton Rouge customers were regularly asking when we planned on opening up a store in the area. We listened to their feedback, took a risk, and it has payed off!" W. Interiors & Design Studio will hold a celebratory ribbon cutting ceremony and Grand Opening "W. White Hot Event" in November. Details of this event will be released in the forthcoming weeks.

In addition to the Candice Olson collections, W. Interiors & Design Studio will offer exclusive brands including their own signature collection, called Studio by W. Other brands include Bella Notte Fine Linens, Pine Cone Hill Bedding, and American Leather upholstery. W. Interiors has been featured in national trade publication, Furniture Today, and has a blog called "W. Loves Design."

**Social Media:** [WHomeFurnishingsStore.com](http://WHomeFurnishingsStore.com), Blog: [wlovesdesign.wordpress.com](http://wlovesdesign.wordpress.com), [Facebook Profile](#)

**Baton Rouge address:** 8645 Bluebonnet Blvd. Baton Rouge, LA 70810, 225-248-6912

**Lafayette address:** 1910 Kaliste Saloom Rd. #400 Lafayette, LA 70508 337-993-8883

**For more information contact:** Nina Ward, 337-993-8883, [nina@whomefurnishingsstore.com](mailto:nina@whomefurnishingsstore.com)

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