

## MILAN, NEW YORK AND NOW KANSAS CITY: A CELEBRATION OF

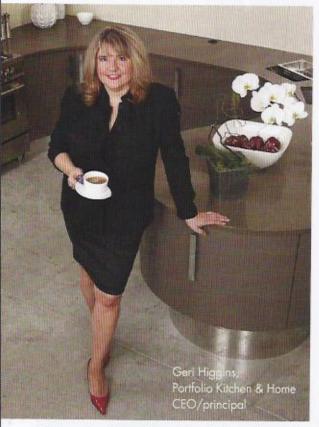


Photo courtesy of Gary Rohman/Gary Rohman Photography

## great design and architecture

Kansas City has always been known for its beautiful architecture and love of great design. So when Portfolio Kitchen & Home most recently unveiled its fabulous Flagship Store this summer, Portfolio enjoyed a fantastic reception from the design community and has been lovingly embraced by the Midwest.

The Portfolio Flagship Store is showcased in Kansas City's Landmark District that includes Union Station, Liberty Memorial, the Kauffman Center for the Performing Arts and the Crossroads Arts District.

"We couldn't be happier with the welcome we've received from the design industry, business and community leaders from the area and, most importantly, our client base that thankfully continues to grow," said Portfolio CEO/Principal Geri Higgins.

Portfolio's Flagship Store, located in the Historic Pershing Building across from Union Station, brings its award-winning design and unique cabinetry lines and product collections to an area synonymous with art, architecture and design. Their new destination Flagship Store has enhanced and solidified their reputation as a premier kitchen, bath and home design resource in the Midwest.

"Great design has always been synonymous with cities like Milan and New York, and we feel that Kansas City can be a part of that conversation as well," Higgins said. "It gives me great pleasure while traveling for business that I can share Kansas City's elevated design aesthetic with those I meet and also hear their acknowledgement of

that in their comments regarding the opening of the new Kauffman Center for the Performing Arts."

Not one to stand pat on the successful opening of her Flagship Store, Higgins and her team are in the process of launching two new initiatives designed to further enhance the Portfolio Flagship Store's appeal — the Portfolio Boutique and the Portfolio Lifestyle & Culinary Arts Program.

"Design and lifestyle are directly linked, and we wanted to enhance their synergy by providing our community with other ways to elevate their life expression in addition to the design process," Higgins said.

The recently opened Portfolio Boutique continues to evolve and gets its inspiration from the small boutique markets found in France or Italy. Featuring their "Portfolio Home" collection of merchandise, the Boutique appeals to those looking for specialty foods, unique home accessories, gift items and much more. Tantalizing favorites for Kansas City's foodies include locally branded pasta, bruschetta, olive oils, sauces, glazes, dressings and Italian dry salami. For those wanting to expand their foodie credentials, there's a huge selection of cookbooks from local epicurean icons such as Karen Adler and Judith Fertig (Kansas City's BBQ Queens) and Chef Jasper Mirabile. Or, if you're looking for that perfect home accessory to complete your latest room makeover, there are lamps and accessories from Kansas City's own Barbara Cosgrove. The Portfolio Boutique also hosts book signings and tastings as part of its regular schedule of events. Their regular artisan cheese tastings are sure to appeal to the die-hard "turophiles" (lovers of cheese) among us.

Those who have already visited Portfolio's Flagship Store know about its state-of-the-art culinary center. It's no accident that this well-equipped, media-ready demonstration kitchen was designed with the intent of hosting live events such as cooking classes, product demonstrations and culinary events. With the launch of their Lifestyle & Culinary Arts Program, Portfolio brings a full slate of interactive, fun and educational programs centering on food, food preparation and entertaining to its Flagship Store. The series features programs from locally and nationally known personalities from the lifestyle and culinary industries. (Go to www.portfolio-home.com/culinaryartsseries.html to browse scheduled events.)

Whether it's through their award-winning design, amazing products, unique food, accessories and gift items, or their Lifestyle & Culinary Arts Program, Portfolio is creating a unique and impressive destination for all things beautiful in kitchen and home. Higgins is fond of saying, "Everyone has their own signature style and everyone deserves great design and products that elevates it." With all that the Portfolio Flagship Store has to offer, it presents Kansas Citians with a one-stop destination to explore and indulge their personal style.

To learn more, call Portfolio Kitchen & Home at 816-363-5300 or visit www.portfolio-home.com.