



FOR IMMEDIATE RELEASE

Press Contact:
Paula Rosado
PRPR
paula@paularosadopr.com
P: 212.594.2552

**SKATEMODERNE INTRODUCES NEW STYLES
TO ITS COUTURE SHAGREEN FURNITURE & WALL PANELING COLLECTION**

NEW YORK, NEW YORK May 19, 2011 – Interior Designer Michelle Bergeron introduces new styles to her extensive **SKATEMODERNE** couture shagreen furniture and wall paneling collection. Her debut line, *The Natural Collection*, launched this past March at the Architectural Digest Home Design Show and received rave reviews from designers, retailers and the media.

Michelle Bergeron's customizable collection showcases mid-century silhouettes with a modern twist that includes couture faux shagreen details mixed with rosewood and ebony woods, organic materials, semi-precious stones, steel and Lucite. The pieces are available for contract and residential application. **SKATEMODERNE's** signature look is created from a unique "couture shagreen" proprietary technology that imitates real stingray skins flawlessly, but is infinitely more durable and can be made in any color, design or pattern.

SKATEMODERNE 2011 additions include elegant occasional tables such as the *Wenge Side Table*, which has a geometric shagreen top and solid wood frame. The new chic *Sakura Bar Cabinet* features French-polished Macassar ebony wood and a variety of different front panel options, allowing it to be customized to fit the surrounding décor. The *Akira Dresser* has four drawers and tapered, fluted columns with natural colored shagreen and mahogany wood. The *Charles Bar Cart*, a modern take on a vintage classic, is available in a mirrored-Lucite with Shagreen shelves.

Other styles from the furniture and wall paneling collection include the *Zen* coffee table, *Amethyst Buffet*, *Deco Fern* cabinet and a variety of wall paneling and screens. The Wall Paneling Collection uses the same tiles and can be used on curved surfaces, bathroom and contract applications as well. The opening retail price of the collection is \$1,200 for the *Wenge Side Table*, and up to \$14,000 for the *Amethyst Buffet*.

As of May 4, 2011 **SKATEMODERNE** will be available at **Nest Interiors**, located at 172 Ninth Avenue, and at **MeCox Gardens** at 962 Lexington Avenue. This summer the collection will be available through interior designers, architects and the **SKATEMODERNE** Website.

PHOTO CREDIT: Maria Ferrari

About Michelle Bergeron:

Michelle Bergeron has extensive experience in the design world, from interiors, to clothing and furniture. She began her career in ready-to-wear, designing her own line sold to such high-end retailers as Neiman Marcus, Barneys, Bloomingdale's, and Henri Bendel. She has also done wardrobe design for well-known Network Television shows and consulted for a design book as well. She has designed private residences in New York and L.A., and is presently a design consultant for The One Group and is president of her own firm.

In the works for two years, Michelle Bergeron has pulled her inspiration for **SkateModerne** from her experience as an interior designer and from time spent traveling abroad to Europe and Asia. **SkateModerne's** *Natural Collection* offers one-of-a-kind pieces with wood finishes and are French Polished, colored by hand, and made to order in New York City.

Clean lines, couture details, cutting-edge technology and an eclectic mix of antique with modern day... Welcome to SkateModerne... Home Bling. For more information visit www.skatemoderne.com

###