



**Hearst Sweet Home
House Beautiful, Town & Country, and Veranda
to partner with Gilt Groupe for three SoHo
Mews townhouses
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(NEW YORK) Calvin Klein Home gave one a makeover last fall--but now it's Hearst's turn to transform three of the gorgeous townhouses at the Soho Mews. Hearst's three home titles, *Town & Country*, *Veranda*, and *House Beautiful*, have each teamed up with a high-profile interior designer--Richard Mishaan, John Saladino, and Thom Felicia, respectively--to create a home inspired by a film for it's Designer Visions: Cinema Style program. *Town & Country* and Mishaan took *Dinner at Eight*, *Veranda* and Saladino took *Girl with A Pearl Earring*, and *House Beautiful* and Felicia took inspiration from *The Big Chill*.

Of course, no home is complete without a stocked closet, as the fine folks from Gilt Groupe know well. The designer sale website partnered with Hearst to outfit two of the three homes' closets with men's and women's looks based on their themes. The *House Beautiful/The Big Chill* home will have classic pieces for an active couple: a diving watch, rubys, parkas, and boat shoes for him, riding boots, a trench coat, cable knit sweaters, and patent flats for her. For the *Veranda/Girl With a Pearl Earring* home, the focus will be on more luxurious, one-of-a-kind pieces: a velvet smoking jacket and crocodile messenger bag for him, floor-length gowns and beaded coats for her.

The apartments will be featured in issues of the magazines, used for private events in October and November, and will be open to brokers and prospective buyers. Designer Visions: Cinema Style will be fêted with a launch party next Tuesday, October 13.

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