

Main Identity

From: "Mark & Victoria Cave" <markvictoria@verity-blue.com>
To: <markvictoria@verity-blue.com>
Sent: Monday, March 22, 2004 6:56 PM
Subject: Verity blue March/April Newsletter: New Store!



Latest News



- Verity blue #2:** Thanks to those of you who emailed us your ideas about a new location. Some of your suggestions were Marblehead, MA; Nantucket, MA; Wellfleet, MA; South End, Boston, MA; LaJolla, CA; Williamsburg, VA; St. Simon Island, GA; Oak Park, IL; Winter Park, FL; Chapel Hill, NC; Charleston, SC; and Cape May, NJ. Scroll down to read about where we are locating **Verity blue #2!**
- Caffè Italiano?** In conjunction with the opening of our new store, we will also be opening an authentic Italian coffee bar. Although it will operate separately from Verity blue, it will integrate somewhat seamlessly with the new store. See below for more information.
- Win a \$250 Gift Certificate!** Help us name our new coffee bar (see below) and win a \$250 Gift Certificate redeemable at *Verity blue, Fine Home and Garden*. [Email](#) us your entry!

DID YOU KNOW??

- Website Upgrades!** We have added a [News](#) section, a [Bestsellers](#) section and clickable product links in the [Bridal Registry](#) section.
- Linen Matching ...** We have also upgraded our website to help you match your Italian Deruta ceramics with the appropriate linen color combination. [Click here to see it.](#)
- If someone is ill, in the hospital, just moved into a new home, just promoted, or just plain awesome, a [Verity blue Gift Basket](#) is a unique way to show your love.
- New Bridal Registries:** We have two new Registry couples this month: [Sara-Ann Caputo/Justin Amendola](#) who will be married on July 3, 2004 & Julie Szakal/Cameron Hahn who will be married on October 23, 2004.
- We have a new employee (see picture at right) who will be working at the New Market Store. **JD Osborne** is a dashing, debonair young guy who brings both sophistication and a touch of class to Verity blue. Drop in the store and welcome JD to the Verity blue family.



Victoria's Picks:

Our Table of the Month features an oversized [bianco charger and dinner plate](#). The rustic edges on this plate hearken back to 14th century



Tuscany. Accompany with [Fondo Rosso Deruta](#) , a unique take on the more traditional Raphaellesco dragon pattern that's been popular for centuries. The whole tablesetting comes to life on one of our exclusive European linen tablecloths.



Table of the Month

Charger/Dinner Plate: [Vietri Bianco](#)

Deruta Ceramics Pattern: [Fondo Rosso](#)

Linen Match: [Black/White](#)



Mark's Picks: A college buddy of mine affectionately known as "The Moy" has a very direct approach in most things. After I toiled away at Harvard Divinity School for two years he said, "OK, Cave, just give me the TRUTH so I can save the hundred grand getting the education." In equally direct fashion, he told some mutual friends the other day that I now "sell dishes for a living". Actually I prefer to think of my livelihood as "serving up art on a plate." If you're new to Deruta, try one of these starter pieces. It'll change the way you look at a meal.



[Deruta Antipasta Tray](#) . Limoni Pattern. Handpainted in Deruta, Italy. Comes with a Certificate of Authenticity. **\$90**



[Deruta Salad Bowl](#) . Blue Arabic (Arabesco) Pattern. Handpainted in Deruta, Italy. Comes with a Certificate of Authenticity. **\$50**



[Deruta Teapot](#). Ricco Pattern. Handpainted in Deruta, Italy. Comes with a Certificate of Authenticity. **\$125**

New Store! Verity blue, Fine Home and Garden in Charlottesville, VA: After months of research, 10 site visits and a bit of teeth knashing, we have decided on Charlottesville, VA as the site for our new store. We will be located in the Main Street Market in the historic downtown section of the city.

The Main Street Market is a fascinating little European-style market where you can find a crusty baguette, fresh goat cheese, a good bottle of French wine, handmade chocolates, high-end kitchen supplies, and a freshly baked key-lime tart. Inspired by a group of visionary developers, the venue is really striking a chord with those who appreciate the European-style shopping experience.



Verity blue will occupy 5 former "garage bays" along with a roof deck on top of the store. Our new store will operate in approximately 3000 square feet and will feature many of the same products as in our New Market, VA location. We will have an increased focus, however, upon "the art of the table" as a unifying principle.

[Email](#) us if you'd like to receive an invitation to our Grand Opening in June. If you haven't been to Charlottesville, it will make a cool (literally) retreat in the hot months of June. Don't miss the party!

New Italian Coffee Bar! As many of you know, Italy is the principle source of inspiration behind *Verity blue*, *Fine Home and Garden*. We feel, however, that there is a strong connection between the "art of the table" and the "art of coffee" as the Italians do it. While European coffeehouses (and coffeehouse franchises) are not unique to the US, our coffee bar will be much more authentically Italian in its form and function.

Most American coffeehouses are sit-down locales where you can order a *latte*, go sit in a lounge chair and quietly read a book. While these coffee houses are great, ours will be of the "stand-up" variety more like the ones you experience while traveling in Italy. The unique nature of the Main Street Market and of a partial integration with Verity blue allows us to bring this concept to life. We hope you'll like it!



If you are not familiar with this kind of Italian-style coffee bar, see the [Illycaffes](#) opened recently in both Bagheria and Naples, Italy. Ours will be similar, but with a unique Verity blue touch of course.

[Email](#) us your coffee-shop-name ideas and, if selected, win a \$250 gift certificate redeemable at *Verity blue Fine Home and Garden*.

See what's **ON SALE** at Verity blue this Month!



Click [Here](#) to learn more [About Us](#) & Please Sign our [Guestbook](#)

If you appreciate our emphasis upon customer service and our European "boutique-style" retail philosophy, please forward along this newsletter. Your endorsements are greatly appreciated! Thank you.

We **Respect your Privacy** ! If you would like to be removed from our mailing list, please send us an [email](#) and we'll have you removed immediately.