



Let us welcome you into our home

[Five Reasons Why True by HW Home is the Best Furniture You'll Ever Buy.](#)

Oct 15, 2015 [True Collection](#) [3 comments](#)



While it was only a little over a year ago that we launched our very own furniture line, [True™ by HW Home](#), the collection was something we envisioned when [we opened our first store way back in 1999!](#)

Call us biased, but we know that True™ [by HW Home](#) is the best furniture you'll ever buy. Check out these five reasons why you should consider True™ if you're in the market for new home furnishings!

1. The items in the True™ collection are individually designed by our own Jim Hering.

[You know Jim](#) as our lead buyer and the "H" in HW Home. "Every detail was thought through and manipulated until we got it right," says Jim. Each True™ piece features the timeless and classic styling you'd expect from a product conceived and designed with HW Home customers in mind.



2. These items are not mass-produced.

The True™ collection's hand-crafted furnishings are carefully constructed from solid alder and feature Old World style, bench-made upholstery made in Los Angeles. The newest (unreleased) additions to the line are currently being crafted in a boutique facility, where a dear friend of Ron and Jim's oversees the skilled artisans, stone workers, and metalsmiths to make the pieces come to life.

3. The collection is customizable.

Any upholstered item is customizable in our [vast selection of fabrics](#). We also have several finish options, so you can select pieces that match your home's existing decor.

4. Twelve new pieces to choose from.

Years of planning, designing, and drive went into creating our first 53 items. Now, we're adding 12 more instant classics to this [truly one-of-a-kind furniture line](#). What's in the new collection? According to Jim, "Elegant, contemporary designs and some more playful 'jewelry' items to add character to a room." The 12 newest pieces include a [bed](#), four [sofas](#), and numerous occasional [chairs](#).

5. Talk about value!

You'll find pieces in the True™ by HW Home collection priced from \$295 to \$3,650, comparable to the cost of mass-made items at chain stores. In other words, you get heirloom quality for a competitive price. That's an incredible value!

Generally, [case goods](#) are in the \$295-\$2,100 range, [upholstered chairs](#) run from \$950-\$2,150, and [sofas](#) range from \$1,980-\$3,650.

The newest 12 items are in all three locations now, along with the 53 original items in the True™ by HW Home collection, so stop in to see them in person. Need help designing the room of your dreams? Contact us and one of our designers [will come to your home](#) to help you!

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