



## expectations.

We hope that 2011 is getting off to a strong start for everyone. *Luxe Interiors + Design* continues to be encouraged and motivated by both our advertisers and the trade on the state of the economy, and Sandow Media keeps on supporting our motto: Always Exceeding Expectations.

Starting with this issue, *Luxe* has increased Chicago distribution, and we anticipate significant newsstand sales growth. A wealth of design and build inspiration also awaits you on our website, *LuxeSource.com*. Our goal and commitment here is simply to be the top industry resource on the Internet, while keeping our visitors engaged with beautiful interior and exterior photos.

Our *Luxe* gatherings continue to flourish, and we are dedicated to helping local business owners and homeowners connect with other business owners, architects, builders and designers. Our Summer Luxe Launch event and VIP Luxury Summit and Gala, both held at LuxeHome in The Merchandise Mart, were must-attend events. Our sincere thanks to Christopher Kennedy, Katherine Flaherty, Blair Loftspring, Schmechtig Landscapes—celebrating its 50<sup>th</sup> anniversary—and all of our sponsors for both great affairs. Future partnerships in 2011 include a Luxe and Learn at Signature Hardwoods, a Luxe Launch event at the WPA Chicago (formerly Arlinea Chicago) expansion opening and other exciting happenings.

Your thoughts and feedback are the most important tools we have to ensure that *Luxe* is exceeding your expectations. I encourage you to reach out to me at [arees@luxemagazine.com](mailto:arees@luxemagazine.com) with any ideas or comments. Here's to an extraordinary start and unprecedented results in 2011 and beyond.

Sincerely,

ANDY REES

Publisher



Clockwise from top left: Gabriele Schmechtig, Klaus Schmechtig, Elizabeth Grant, Toni Callahan and Michael Schmechtig; Robert Hughes and Katherine Flaherty; and Andy Rees, Blair Loftspring and Lisa Fraiberg.