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FOR IMMEDIATE RELEASE

**UNCOMPROMISING ELEGANCE DRAWS
OVER 500 TO LUXURIA SHOWROOM**

“Walking into that showroom was like entering a whole new world. It is exquisite,” said Wendy Cohen, local custom building industry guru and President of PowerHouse Advisors & Consultants. “I’ve seen beautiful showrooms for custom builders before, but nothing like this.”

An estimated 500+ guests including custom builders, architects, interior designers, presidents of the area’s top remodeling companies and custom home building suppliers, and consumer clients – the cream of the custom building industry in the Chicago area – joined Luxuria president Jeannine Scheck to celebrate the new Luxuria Homes Showroom in Vernon Hills on October 25. The night quickly developed into a Who’s Who of the North Shore. They were amazed by the exquisite custom flooring, walls, woodwork, ceiling panels, lighting, technology, and overall discriminating style and good taste.

The 3000+ sq. ft. office is furnished down to the last desk paperweight and piece of art. This directly reflects company values. Jeannine Scheck did not begin as a builder or an architect – she started as one of the area’s top interior designers. Her business grew by client request – they asked her to design and build their new homes. Thus, when new clients begin talking to her about their dream homes, she is not only picturing the architectural features and materials in her mind’s eye – she is envisioning every last detail, completely furnished to meet the homeowner’s taste, needs, and desires.

“We take the word ‘custom’ to a new level – we complete the home with the client, including furnishings, art, sculpture, and all accessories,” says Jeannine Scheck. “We create art to live in.”

“We want to thank everyone for joining us in our celebration,” said Mrs. Scheck. “If anyone else would like to see our showroom/headquarters, please just call or e-mail us for a personal appointment.” Luxuria Homes is located at 200 Fairway Drive, Suite 196, in Vernon Hills. The phone number is 847-996-0660; the web site is www.luxuriahomesinc.com; and the e-mail is info@luxuriahomesinc.com.

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Photos and names from the event are attached. For additional information, please call Ed Sucherman, 847-433-6182, or e-mail him at dazook@aol.com.