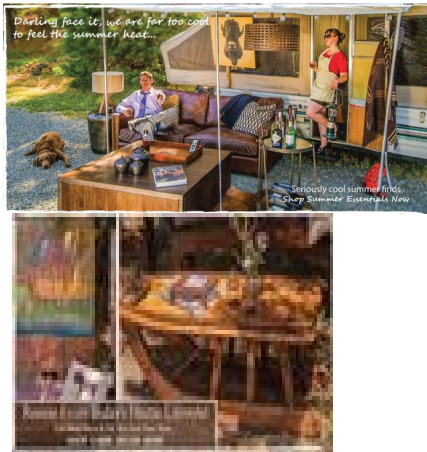


# High Camp Home Launches Online Retail and Lifestyle Service

Written by Australian Business

---



## Glamping gear and furniture offering rugged sophistication...



( [PRLEAP.COM](http://PRLEAP.COM) ) SAN FRANCISCO, CA (July 31, 2013) – With a keen eye to the changing marketplace, interior design and lifestyle company High Camp Home ( [www.highcamphome.com](http://www.highcamphome.com) ) is launching a brand new online retail store and lifestyle experience, bringing its signature rustic, sophisticated style to a larger audience. "The design market is continuously evolving," says High Camp Home founder and designer Diana Vincent. "Customers today have access to a wide variety of sources to furnish their homes and create personalized environments, a concept that has evolved rapidly in the past five years. We are answering this call by providing direct access to all the components needed to create the inviting spaces for which we're known, along with guided expert direction."

Long renowned for designing glamorous resort getaways for private design clientele, High Camp Home is now creating this look and feel for a broader segment of consumers. Vincent's characteristically sophisticated rustic design is offered on the new retail website, which includes lines of refined, artisanal décor for those seeking to ramp up the style of their mountain homes, lakeside cabins and wine country retreats. Customers can also gain some helpful tips and personalized services to help self-appointed decorators achieve their own "signature style."

**Secret Sales Retreat** – Knowing that value is paramount among the stylish and savvy, the new High Camp Home website offers flash sale opportunities for customers to enjoy additional savings. Beyond the average flash sale, each product is hand selected by High Camp Home's top designer Diana Vincent to create integrated collections of [furniture](#) and [décor](#)

. One upcoming sale features a gentleman's retreat, while another showcases pieces from a vintage summer-inspired bedroom, with each sale completing a distinct, sophisticated look and

feel. This is the opportunity to purchase high-end products at prices well below retail for a limited time.

**Pick Your Style** – Shoppers who know what they like when they see it will appreciate the inspiration of the pre-designed service, which showcases completed design concepts. From paint color to fully furnished rooms built on specific design styles from which customers can choose, the tool offers the ability to order the entire curated look at a special collection price, or individual components "al la carte."

"The new website makes it easy for the busy New Yorker to outfit his Hamptons retreat, or for the Dallas couple to furnish their Vail mountain home with their own personal touches, achieving an expertly curated end result that they technically created themselves," says Vincent. At the same time, High Camp Home will continue to work as a source for the design community across the country, making finding unique items for their second home clientele easy, as that has always been a significant component to their on-line business. "For those seeking the whole High Camp Home experience, we will always be there as a full design service," says Vincent.

The designs are inspired by Vincent's own outdoor, rustically elegant lifestyle. Living on California's northern coast, with a farm in the foothills and a cabin in Lake Tahoe, she is intimately acquainted with blending luxury style with a comfortable yet sophisticated home. Whether one is an avid "[glamper](#)" (a.k.a glamorous camper), skier, hiker or wine aficionado, the rustic sophistication of High Camp Home's designs are at their fingertips.

**About High Camp Home** High Camp Home is a lifestyle-based website borne from the success of the esteemed interior design brand of the same name, which has been creating luxuriously comfortable, rustically elegant spaces for clients for over 20 years. Featuring artfully crafted pieces, High Camp Home offers its discerning clientele the ability to create a sophisticated rustic resort experience in their own home. High Camp Home's engaging, personalized attention to detail is expressed through hand-selected items and fully conceptualized rooms that inspire customers' creative energy. For more information, please visit [www.highcamphome.com](http://www.highcamphome.com).

**About Diana Vincent** Crowning a two-decade career in interior design, Diana Vincent is the owner and lead designer of High Camp Home and HCH Design. Vincent made her mark on the design world with her staging business, Recycled Spaces, which blossomed into the successful design firm, High Camp Home and saw the addition of a retail and web site business in

## High Camp Home Launches Online Retail and Lifestyle Service

Written by Australian Business

---

Northern California, with the flagship store based in Lake Tahoe.

With a keen eye for the flow and feel of space and a philosophy that truly good design transcends all trends, Vincent cultivated her passion for outdoor living blended with beautiful décor into a successful, multi-tiered lifestyle company. Vincent's expertise lies not only in her inherent sense of style, but also in her understanding that even the most beautiful designs must mirror real-life. With that philosophy she creates comfortable, timeless and durable spaces for her clients. In addition, High Camp Home reflects her own lifestyle - from summers in cottage country north of Toronto, Canada to her Northern California foothills farm house and Lake Tahoe mountain home, Vincent lives what she designs. Dozens of published designs, television appearances on hit shows on HGTV and hundreds of delighted clients later, Vincent has taken the signature High Camp Home rustic sophisticated style to the digital masses with the company's new retail website.

Media Contact: [Lauren Eastman](#)