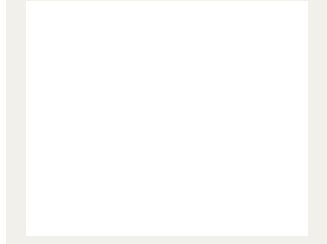


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March 24, 2009

Sultan of Chic



Like many members of royalty, the Sultan of Chic ushered in 2009 with a lavish fete for the international elite: only, esteemed artist and furniture designer Albert Sultan hosted his grand affair on the world wide web. It's now three months in, and the party's still going strong. Sultanchic.com, a couture furnishings website offers high-end refurbished vintage accent pieces for the home. Sexy and sophisticated, the site itself is a work of art.

Sultan, 28, founded his couture home furnishings company in 2007 and spent over a year acquiring, designing and refinishing over 200 pieces. In addition to the bold and colorful collection of chairs, www.sultanchic.com also features a large selection of case pieces, including credenzas, cabinets, and dressers. Price points range from \$2000 per pair of chairs to \$8000.



Sultan scours the globe for rare vintage pieces of unusual shape and form and refashions them into show pieces, "bold accent statements that complement an overall design scheme." As his work is both handcrafted and high quality, he caters to design professionals and furniture enthusiasts alike. The environmentally conscious consumer

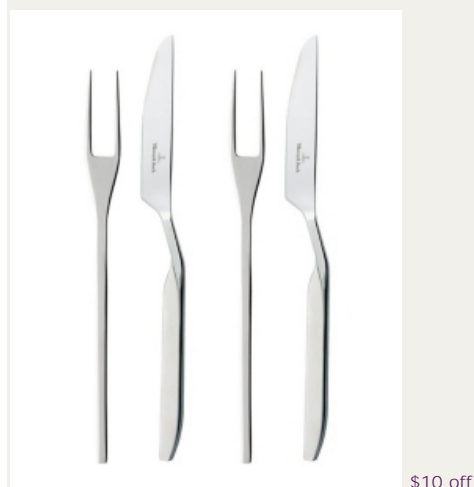
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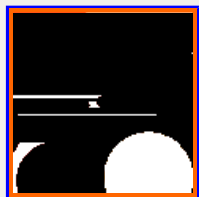


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professionals and furniture enthusiasts alike. The environmentally conscious consumer is also a target audience as his pieces and fabrics are made of recycled materials.

And, because the furniture itself is older and not mass produced, it is made better.

"I take an existing piece that is already novel, and pair it with exotic materials to create something wholly new," explains Albert Sultan.



After graduating from the prestigious University of Pennsylvania with a Bachelor in Fine Arts and European History, Sultan traveled the world to study art and explore how various cultures and regions use shape, pattern and form. He then founded Sultan Designs, a decorative painting company that creates one-of-a-kind hand-applied wall finishes. Among Sultan's high-profile clients are Barneys New York; Judy Kramer, the producer of Mamma Mia at The Plaza hotel; and the former CEO of Nobody Beats the Wiz. In fact, it was the Wiz's CEO who gave Sultan a fresh perspective for a business by commissioning him

to design an apartment on a shoestring budget with a one-month deadline. His experience of creating something from nothing inspired Sultan to launch Sultanchic.com.

"It started in the basement of my family's estate on the Jersey Shore and became an obsession," he quips. "I was learning how to carry over my craft as a decorative artist working in two dimensions to 3-D with furniture."

He sources from vintage stores, dealers, and estate sales and culls fabrics from around the world. Typically, each element of one piece of furniture comes from a different part of the globe - the fabric from Australia, the chair from Minnesota, etc. The artful fusion of time, place and pattern is what gives way to his artwork. A Deco era chair becomes a throwback to the 70s; a classic French Napoleon chair is given a pop rock feel.

"I wanted to refine my technique further by assimilating influences to create something novel for the 21st century," he adds. "I am going back to the past to create something fresh - yet timeless - for the future."

"Sultanchic.com has a simple business model: take ordinary furniture and transform them into extraordinary pieces," notes longtime client Esther Chopp, ASID interior designer. "What is unique is the thoughtful combination of shape, color and pattern that yield what is truly art."

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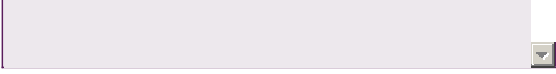
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