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Sit On This: Hearst Extends *Esquire* Magazine's Brand To "Manly" Furniture Line

By Alex Alvarez on Mar 03, 2010 10:20 AM

Hearst, in conjunction with The Halo Group, is [set to unveil](#) the *Esquire* Home Collection at the upcoming [April High Point Market](#), an annual furniture and design trade show. The collection, which features furniture, upholstery rugs and some fancy knock-knacks, will include distressed leather, twill, tweed, polished nickel, and other such materials that say "I feel as I belong in an English country manor rather than this condo in New Jersey."

Said [Glen Ellen Brown](#), vice president of Hearst Brand Development: "The concept behind the collection was to satisfy man's desire for a unique living space inspired by *Esquire's* legacy of style and the highly coveted Signature Space experience."



Extending a magazine's brand through a line of home decor or furniture is nothing new, but it remains to be seen how well the move will pay off for a publication that is not explicitly focused on home decorating.