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**EXCEL CELEBRATES FLEURS BELLA GRAND OPENING**

**Brooklyn, NY February 8, 2010** – After months of planning, construction and finishing touches, Fleurs Bella Beautifiers commemorated the opening of its doors recently with a gala grand opening party hosted by owner, Bella Meyer. The store, located at 55 East 11<sup>th</sup> Street in Manhattan is a celebration of whimsical design and creativity and among its unique features are roughly half a dozen authentic architectural pieces from Ms. Meyer’s mother’s house in Paris.



*Photo by Veronica Wilson, Empax, New York, NY*

“It was a painstaking process, but this was the perfect project for us”, commented Matthew Goldfine, president of Excel Builders & Renovators, general contractor for the project. “We wanted to create an organic feel, blurring the line between building and nature so that when people walk in it’s like they’ve stumbled upon a fantastic oasis. We sculpt living spaces and Fleurs Bella embodies what we mean by that perfectly.”

“What I wanted was unique, not your typical retail store”, Ms. Meyer commented. “It was a process, it took time to articulate and time for the team to understand what I was after, but in the end my vision was realized.”

One of the more challenging pieces was a stone sink, brought from the house in Paris, set upon a cantilevered concrete base modeled after a freehand sketch provided by Ms. Meyer. The base free floats on one of the shop’s walls while tiles, also taken from the house, finish the surround. Pantry doors, also from Paris, were used to create bi-slide bathroom doors using specialized hardware. Leaded glass windows that look out from Ms. Meyer’s office as well as massive recycled wood columns and beams were once part of a now closed factory in Pennsylvania.



*Photo by Veronica Wilson, Empax, New York, NY*

It’s called an “Accidental Store” according to Ms. Meyer.

“It’s a big space where we build designs for our customers. It’s meant to be a creative space and the storefront emerges from the creations and creativity that happen there. I don’t cater to customers looking for a dozen roses. I cater to customers who walk in and fall in love with something they’ve never seen before. We create and the store just sort of happens.”

**Excel Builders & Renovators Inc.** is a Brooklyn based custom builder and boutique developer bringing modern and traditional elegance and the highest quality materials and construction methods to urban living. Since 1997 Excel has been creating total living and working environments that both

aesthetically and ergonomically anticipate the owner's needs. An obsessive attention to detail in both what you can and cannot see makes Excel's work a thing of lasting beauty.

For more information about Excel Builders & Renovators Inc, visit [www.excelbuilds.com](http://www.excelbuilds.com) or contact Matthew Goldfine at (646) 294-6475.

**Fleurs Bella Beautifiers** is the brainchild of Bella Meyer. As the granddaughter of Marc Chagall, Bella has been steeped in art from an early age. Her many talents include painting, drawing costume design and designing masks, and puppets for theatre, opera, and dance. Bella and the Fleurs Bella team work with flowers the way an artist paints. Their unending quest for original expression enables an individual and seamless integration of flowers, fruits, seeds, greenery, and props to achieve the design goal of the moment. In this way, each creation becomes a unique, evolving dialogue between designer and client.

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