

FOR IMMEDIATE RELEASE

**AMY ARCHER TO PRESENT "PSYCHOLOGY OF
COLOR" AT DALLAS-AREA ROBB & STUCKY STORES**
*AMERICAN LEATHER'S SAUCY GO-TO GIRL SHARES HER
COLORFUL EXPERTISE*

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DALLAS – March 17, 2010 - Did you know there is a color of plate or serving

bowl that will make your favorite food look like last week's leftovers? Or if you decorated your child's nursery in a certain color, you are most likely going to need to *bleep* out his or her first words from the video camera? Or if Mike Tyson had this color in his bedroom, he most likely wouldn't have bitten anyone's ear off?

What makes color so compelling, inspiring, exacerbating, invoking or completely mood changing is all what Amy Archer calls "The Psychology of Color." As Director of Merchandising for American Leather, Archer has been giving this presentation

from Hanover to Hawaii (and everywhere in between) with resounding response. Now, she brings this vibrant presentation to Robb & Stucky in Southlake, Texas Friday, March 19 at 1:00 pm, and at the Plano, Texas location Saturday, March 20 at 4:30 pm.

"Since the beginning of time, color has been used to entice the opposite sex, show hierarchy in government and evoke a range of moods and emotions," said Archer. "Color can be a gale force, but also something like nature's Prozac, as it can calm as much as it can agitate. For this presentation, I look at how color can be used for inspiring different looks and feels in the home. For some, color may be used as an antidote to the stresses of life, or for the entertaining family, as an invoker of appetite and good cheer."

No stranger to the retail stage, Archer has lectured all across the United States, recognized as quite the Consumer *Behaviorista* for home furnishings. Over her 25-year industry tenure, Archer has been known for her quick wit and incisive

Founded in 1990, AMERICAN LEATHER is a manufacturer of custom upholstered, premium leather and fabric furniture, and is recognized as one of the leaders of innovative, high-quality, made-to-order furniture without the wait. Please visit www.americanleather.com for more information.

analysis of consumer buying habits. She brings this to her role with American Leather, focusing on creating furniture lines that address today's complex and changing marketplace.

"Today's consumer wants a soothing sophistication. They respond to subtle proportions and simplicity that's also sensuous." She goes on to say that "modern design means integrating that special detail or interest, similar to a unique piece of jewelry on a classic suit. In the home, this can mean marrying that vintage cigar chair with a screaming lime green wall."

Archer has provided American Leather with her savvy yet provocative perspective for two years, where she has been an instrumental decision-maker in many new opportunities for the company, including the now-available line of beautiful fabric upholstery coverings on any chosen product.

Among Archer's other accolades, she recently became a Pinnacle Award recipient in 2009 (Leather Upholstery category), a prestigious award that focuses on the year's best furniture design elements. She was nominated for the *WOW* Award in 2006, an award that recognizes business leaders that have contributed to the success of the home furnishings industry, and has also been the occasional "Go-To Girl," appearing on various television shows, videos and print.

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