



VIETRI AT FEARRINGTON OPENS ITS DOORS

PITTSBORO, NC, March 9, 2009 - America's largest importer of Italian handcrafted products for the table, home and garden opened its first VIETRI store in Fearington Village on March 1st. Combining the warmth of Italy with the elegant charm of Fearington, the store carries the full range of VIETRI products, including handpainted earthenware, mouth-blown glass, hand-turned vases and garden urns, wall décor, linens, hand brushed candles, bath accessories and lamps.

"Everyone who loves Italy must visit our new store," beamed VIETRI founder, Susan Gravely. "The changing displays will bring Italian culture and art alive. We'll share Italian ways of celebrating life with friends and family that bring comfort, excitement and deep joy."

Having worked with hundreds of master artisans factories throughout Italy for over 25 years, VIETRI is renown for stunningly beautiful, one-of-a-kind products, often made using centuries-old techniques passed down from generation to generation. VIETRI dinnerware is durable and dishwasher safe and offer several microwave safe collections that are a great fit for today's busy lifestyle.

Since introducing the dinnerware mix-and-match concept by mixing its colorful handpainted patterns in 1983, VIETRI has been a favorite choice of brides. With new products introduced every six months, VIETRI is also a favorite of national magazine editors who want to be the first to publish exciting new picks. VIETRI's Italian artisans often know color and design trends before they are seen in haute couture.

VIETRI's extensive collection of tableware and home accessories are perfect for a new couple beginning their lives together, or any special event that calls for gift-giving! VIETRI at Fearington has over 30 dinnerware and accent tableware collections to choose from, as well as an extensive selection of glassware and flatware - everything to complete the perfect registry.

"R.B. Fitch invited VIETRI to open a store at Fearington as an additional appeal to couples who visit this special place for weddings, receptions, parties and honeymoon stops, " said Frances Gravely, VIETRI's other founding sister.

VIETRI at Fearington is located between Missy McLamb Photography and Fearington's Wedding shop in the Village Center, and is open from 10am to 6pm, Tuesday through Saturday, and 10am to 5pm, Sunday.

About VIETRI

VIETRI, based in Hillsborough, NC, began as a fairytale, a magical mother-daughter trip to Italy in 1983. After falling in love with the colorful dinnerware at the famous San Pietro Hotel on the Amalfi Coast, "Momma" Lee Gravely and daughters, Susan and Frances of Rocky Mount, NC hired a driver to take them to the factory where the wonderful dishes were made. With their driver as their interpreter, they worked for three days with the factory owners and left with a metal suitcase full of Italian dinnerware and big dreams!

Little did they know that a mother's invitation and the magic of Italy would change their lives in such a dramatic way. The rustle of fishing nets unloaded with the day's catch; the joy in family and friends; the romance of the breathtaking countryside; rich culture, art and craftsmanship touched each of them and they wanted to share it forever.

More than 25 years later, VIETRI continues to discover master artisans throughout Italy and bring handcrafted Italian dinnerware and decorative accessories to the world's most beautiful homes.

About Fearington

R.B. Fitch and his late wife Jenny purchased the Fearington farm in 1974 and began carefully crafting the village of Fearington. On the site of the farm's working hub, and inspired by their visits to intimate, charming European villages, they created the Village Center. Now a collection of unique restaurants, shops, and an inn set amidst extensive gardens, pastures containing award-winning Belted Galloway cows and the farm's original farm structures including the Barn, it also offers the perfect setting for special events, especially elegant southern weddings.

Anchoring the Village Center is The Fearington House Country Inn and Restaurant, both members of Relais & Chateaux, an association of the finest restaurants and hotels in the world. The farmhouse restaurant, recognized for its sophisticated contemporary American cuisine, is the only Green Certified™ AAA Five Diamond restaurant in the country. Fearington is located 8 miles south of Chapel Hill, NC.

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