

Front Lines

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Home Depot's Home Décor

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"Your favorite home improvement retailer is about to become your new favorite décor destination." That's the email Home Depot sent out to customers the first week of July, according to a *Forbes* story highlighting Home Depot's foray into home décor. Home Depot just recently purchased a "high-end linen e-tailer" called The Company Store and HD is indicating it will be a player in furniture, bedding and bath, wall décor, tabletop and home accents, if only online so far, according to the Forbes story. The author recalls that HD tried this once before with its Expo stores and they didn't fare so well, closing all of them before 2000. We'll see how the online version goes. **GP**