

STORY IDEAS

Need a fresh perspective for your next story or feature? Check out a few of our ideas below.

Keeping the Flame Alive

At almost 200 years old, Bromwell's is Cincinnati's oldest retailer. Only three families have stewarded this venerable brand. The history of this business's evolution, from producer of brushes and wire goods to the area's leading style destination is a case study in retail adaptation and resiliency.

Competing with the Big Boxes

Can the small retailers of today compete with the big box giants? Bromwell's says yes, and proves that through creative merchandising, compelling product, and authentic story telling you can do more than just survive.

A City Reborn

Cincinnati is experiencing a renaissance. Current Bromwell's owner, Jeff McClorey is a long time resident of the downtown community. His insights on the growth, development and urban reinvention are enlightening. Find out how his vision for retail and nightlife on Fourth Street is helping reshape the downtown experience.

A Style That Defies Definition

Bromwell's is known for its unique aesthetic that crosses all styles and time periods. Creative director, Brent Hodge has developed a style that transcends easy identification, and has helped Bromwell's become one of the areas go-to destinations for designers. Learn where he draw his inspiration.

Bromwell's Style - From the Inside Out

Find out how Bromwell's owner, Jeff McClorey and creative director, Brent Hodge interpret the Bromwell's look into their own homes. One in a restored urban commercial building, and the other in an early 20th century suburb.

Simplifying the Fireplace Mystery

For years, shopping for a fireplace has been a frustrating experience. Dusty old stores, or builders supply warehouses were uninspiring, and the product wasn't presented in a relevant way. Bromwell's has led the fireplace retail industry in creating a showroom that shows real product in lifestyle settings. Knowledgeable fireplace experts explain the product and process in easy to understand language. Discover what we do so the homeowner can make a purchase with confidence and ease.

Press contact:

media@bromwells.com

Brent Coleman - Media Representative

Brent Hodge - Director, Merchandising and Creative