



Minwax® Partners With REAL SIMPLE HOME 2024 to Revitalize Historic Brooklyn Brownstone
Leading Wood Finishing Brand Combines Heritage Charm and Modern Flair in Renovation

CLEVELAND – Sept. 10, 2024 – Minwax®, America’s No. 1* selling brand of interior wood stains and clears, proudly announced its partnership in the [REAL SIMPLE HOME 2024](#). This year’s project focused on revitalizing a 130-year-old brownstone in the historic Crown Heights neighborhood of Brooklyn, where Minwax played a pivotal role in enhancing the home’s timeless beauty through its premium wood stains and finishes.

Restoring a Piece of Brooklyn History

Every year, REAL SIMPLE collaborates with top designers and influencers to transform a home for its annual REAL SIMPLE HOME issue. The seventh annual edition breathed new life into a historic, 1890s four-level brownstone, featuring original moldings, flooring, five fireplaces and more. Minwax® Wood Finish™ products were used throughout the home to bring out the rich character of the woodwork.

On the third floor, [Minwax Wood Finish Oil-Based in Red Mahogany](#) and [Provincial Semi-Transparent](#) stains were applied to highlight the traditional charm of the space. The staircase and parlor floor kitchen were treated with [Minwax Wood Finish Oil-Based in Early American Semi-Transparent](#), while the front living, dining and parlor areas showcased Minwax Wood Finish Oil-Based in Provincial Semi-Transparent. Even the pocket doors featured a sophisticated touch with Minwax Wood Finish Oil-Based in Provincial and [Dark Walnut Semi-Transparent](#) stains.

“We are honored to have teamed up with REAL SIMPLE HOME 2024 and featured our products in such an iconic and inspiring project,” said Madeline Tucker, Senior Brand Manager at Minwax. “Through this collaboration, we showcased the quality and versatility of our products by blending the classic elegance of a Brooklyn brownstone with modern design and functionality. It’s truly gratifying to see how our wood finishes added warmth and character to this extraordinary home.”

A Team of Visionaries

To bring REAL SIMPLE HOME 2024 to life, the project featured a dynamic team of experts, including interior designers, organizers, architects and developers. From sustainable urban landscaping and historic home renovations to vibrant interior design and smart organization solutions, this diverse group included notable figures such as Brownstone Boys, Mikel Welch, Jasmine Roth and Hema Persad, among many other talented professionals, each bringing their unique vision and style to the project.

Experience the Transformation

REAL SIMPLE readers can now see the full reveal in the October 2024 issue, packed with endless design inspiration and smart organization ideas to incorporate into their own spaces. Additionally, a 360-degree [virtual tour](#) offers visitors the chance to explore every room, guided by REAL SIMPLE’s Editor in Chief Lauren Lannotti.

For more insights into REAL SIMPLE HOME 2024, along with design tips and trends, visit www.realsimple.com/home-organizing/real-simple-home. For more information about Minwax products, visit www.minwax.com.

**Based on Epicor's Industry Data Analytics and third-party survey results for interior wood stains for the 12-month period ending 12/23.*

About Minwax

For 120 years, Minwax has been a leading brand of high-quality wood finishing and wood care products. From wood stains to clear protective finishes, plus solutions for wood preparation, maintenance and repair, Minwax products are requested by the do-it-yourself consumer, seasoned woodworkers and professional contractors. Minwax is part of the Sherwin-Williams Consumer Brands Group, headquartered in Cleveland, Ohio. Minwax can be found online at www.minwax.com, on Instagram at [Instagram.com/MinwaxUSA](https://www.instagram.com/MinwaxUSA), on Facebook at [facebook.com/Minwax](https://www.facebook.com/Minwax), on Pinterest at [pinterest.com/Minwax](https://www.pinterest.com/Minwax) and on YouTube at [youtube.com/user/MinwaxUSA](https://www.youtube.com/user/MinwaxUSA).

ABOUT REAL SIMPLE

REAL SIMPLE is the go-to source for practical, useful and clever solutions to make every aspect of your busy life easier. By tightly curating the best advice, products and services to make decisions simple, REAL SIMPLE delivers a judgment-free guide for life, leaving you lighter, more accomplished, and in control. As the number one women's lifestyle magazine at newsstands and on Apple News+, REAL SIMPLE connects with its passionate audience across platforms, from its print magazine, digital channels and podcasts to licensed products, brand experiences and more. REAL SIMPLE is part of the Dotdash Meredith publishing family.

Media Contact

Holly Wachtendonk

holly.wachtendonk@akhia.com

(920) 915-7906

Note to Editors: High-resolution images showcasing Minwax products used in REAL SIMPLE HOME 2024, as well as product samples, are available upon request.

###