

HOME FURNISHINGS

Aerin bolsters lifestyle approach via Williams Sonoma partnership

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Aerin Lauder for Williams Sonoma

By SARAH JONES

Beauty heiress Aerin Lauder's namesake lifestyle brand is bringing her sense of style to Williams Sonoma, becoming the retailer's first home dcor collaborator.

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Helmed by Este Lauder's granddaughter Aerin Lauder, the line branches out beyond its founder's beauty heritage, encompassing fashion accessories and home goods. Now the brand is extending its interior design aesthetic beyond its own label through a co-branded collection, allowing Aerin to communicate its point of view to a new audience.

"Williams Sonoma has been in my life and a part of all of my homes for as long as I can remember," said Aerin Lauder, founder/creative director of **Aerin**. "Both Aerin and Williams Sonoma share the same sense of style and passion for impeccable design, and that is what made our brands a great match.

"William Sonoma is the best at what they do and it was an incredible honor partnering with them on this collaboration. It gives you incredible exposure and recognition."

Aerin at home

Aerin's exclusive collection for Williams Sonoma debuted in the retailer's stores and on its ecommerce site on March 31. The collection will also retail at Aerin's store in Southampton, NY.

Comprising 120 pieces, the line includes items for both indoor and outdoor living.



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Aerin's interior decor creations include bedding, decorative objects, artwork and lighting fixtures was created in a pastel color palette and florals with touches of gold. These objects also feature natural materials such as linen and raffia to imbue the collection with a coastal feel.

For outside entertaining, Ms. Lauder designed pillows, tableware and entertaining pieces. Inspired by traditional delft pottery, these pieces feature a blue and white color palette.

Prices for the collection range from \$9.95 to \$3,780, allowing consumers at varying budgets to buy into the aesthetic.

Introducing Ms. Lauder to the Williams Sonoma audience, the retailer has created exclusive digital content.

One film takes consumers inside Ms. Lauder's home in Palm Beach, giving a firsthand look at family mementos and her lifestyle. In an interview, the creative director talks about some of the things she learned from her beauty entrepreneur grandmother, including the tip that gold is a neutral.

Introducing the Aerin Collection for Williams Sonoma

Ms. Lauder also shares her entertaining tips in a separate film, talking about how both her mother and grandmother inspired the collection of blue and white dishes and serveware.

Along with the digital push, both the Williams Sonoma and Williams Sonoma Home catalogs dropping April 4 will feature the collection on their covers.

Ms. Lauder will also appear in a series of events to kick off the collaboration.

On April 6, she will be at the Williams Sonoma store in Columbus Circle in New York for a launch party and book signing. A similar event will be held on June 7 at the retailer's Dallas Northpark store.

Williams Sonoma stores across the U.S. will also host "Effortless Entertaining by Aerin" events on April 20. Here, attendees will sip on mocktails while learning about hosting events and flower arranging.



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"Aerin's impeccable sense of style and love for entertaining made her an ideal partner," said Janet Hayes, president of Williams Sonoma and Williams Sonoma Home. "She offers a signature style that is effortless and refined at the same time, which aligns with who we are as a brand.

"Aerin is a tastemaker, who has built a luxury lifestyle brand on the premise that living beautifully should be effortless," she said. "The Aerin Collection by Williams Sonoma was inspired by her life and heritage.

"We have an amazing opportunity to bring the Aerin Collection to life with her intriguing story in our catalogs, on our site and through in-store events. Aerin is sharing inspiration, tips and collection favorites through these channels."

Further engaging consumers around the collection, Williams Sonoma is teaming with Architectural Digest for a giveaway of some of the pieces. Consumers are asked to enter their contact information to be entered for the drawing.

Family ties

In addition to her work on her own label, Ms. Lauder is also the style and image director of the Estée Lauder brand.

While heirs to business dynasties often work in the family business, they also forge their own path.

For instance, Italian fashion house Missoni's heiress is bidding for the attention of stylish parents with a capsule collection for home furniture brand Pottery Barn.

The 50-piece capsule was designed by Margherita Maccapani Missoni Amos, who has created a collection of home decor for nursery, bedroom and playroom pieces with the "playful spirit of childhood." The "Margherita Missoni for Pottery Barn Kids" line is Ms. Amos' first go at children's homewares, a category that could see as much interest as children's wear among affluent parents ([see story](#)).

"While beauty is my heritage, home decor has always been my passion," Ms. Lauder said. "We have a great design team working at Aerin and we are expanding our home line constantly.

"Our collaboration with Williams Sonoma has been a great learning experience for us."