

HOME FURNISHINGS

Sferra leverages Bloomingdale's for new-generation visibility

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Sferra offers a wide range of Italian linens; Sferra summer 2016

By STAFF REPORTS

Italian linen brand Sferra has unveiled a new shop-in-shop within retailer Bloomingdale's 59th Street flagship in New York.

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Sferra's original shop-in-shop was found on the 7th floor of Bloomingdale's, but has been moved to the 6th level after the department was overhauled and redesigned. With its new Bloomingdale's location, Sferra has 721 square feet of selling space to display its linens including its best-selling percales and sateens and the world's first-ever premium Giza 45 Egyptian Cotton collections.

In bed with Bloomie's

Sferra's retail space found at Bloomingdale's flagship features custom-built fixtures in a contemporary style to evoke the brand's expression of luxury.

"The spatial design was inspired by the idea of the most perfectly relaxed-yet-elegant bedroom," said Dean Tomihama, vice president of creative design at Sferra, in a statement. "The materials chosen and the built-ins and fixtures give the space a refined, modern sensibility; but we took care to add a stylish vintage element or two to give the scheme a refreshing balance and warmth."

To achieve this, Sferra has four display beds set along the main aisle. Here, the brand will highlight special featured beds positioned among Sferra's wares.

At the design salon, consumers and interior designers can work with Sferra associates to explore the brand's full range of textiles, fabrication and weaves. This will afford personal selections to be made from Sferra's Tailor-Made line, a recently introduced collection of custom-color bed linens.

Open since April 26, Sferra's shop currently features a king-size bed with classic bedding from the brand's spring collection.



Rendering of Sferra at Bloomingdale's at 59th Street in New York

"We're pleased and proud that the ongoing popularity and relevance of our long-standing brand gives us such marquee space on the Bloomingdale's retail floor, arguably the most famous store in the world," said Michelle Klein, president/CEO of Sferra, in a statement.

"[Sferra is] excited to have this high-visibility retail footprint to provide best-in-class customer service to our loyal base, while also showcasing our luxury lifestyle to a new shopping generation," she said.

Shop-in-shop spaces help to introduce a brand to new consumers or maintain the relationship with existing consumers.

For example, French personal care brand L'Officine Universelle Buly reconnected to its Art Deco past with a shop-in-shop at New York department store Bergdorf Goodman.

L'Officine Universelle Buly was recently revived after a century-long hiatus by Ramdane Touhami and Victoire de Taillac-Touchami, who have re-established the brand's skincare, fragrance and grooming offerings. Known as Buly for short, the brand specializes in contemporary personal care and cosmetics that remain true to ancient recipes by avoiding additives such as parabens, silicone and alcohol ([see story](#)).

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