

HOME FURNISHINGS

Aerin continues branching out in home furnishing collaborations

July 19, 2018



Aerin Lauder, granddaughter of Estée Lauder and founder of Aerin. Image credit: The Shade Store

By STAFF REPORTS

Aerin Lauder's lifestyle brand Aerin is collaborating on a special home furnishings initiative.

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Window treatment brand The Shade Shop is working with the Estée Lauder-owned brand on a special collection that will result in Roman shades, drapery and roller shades. Fans will be able to buy the products on The Shade Shop's online store or in its bricks-and-mortar locations, which includes 60 stores in the United States.

Collaboration

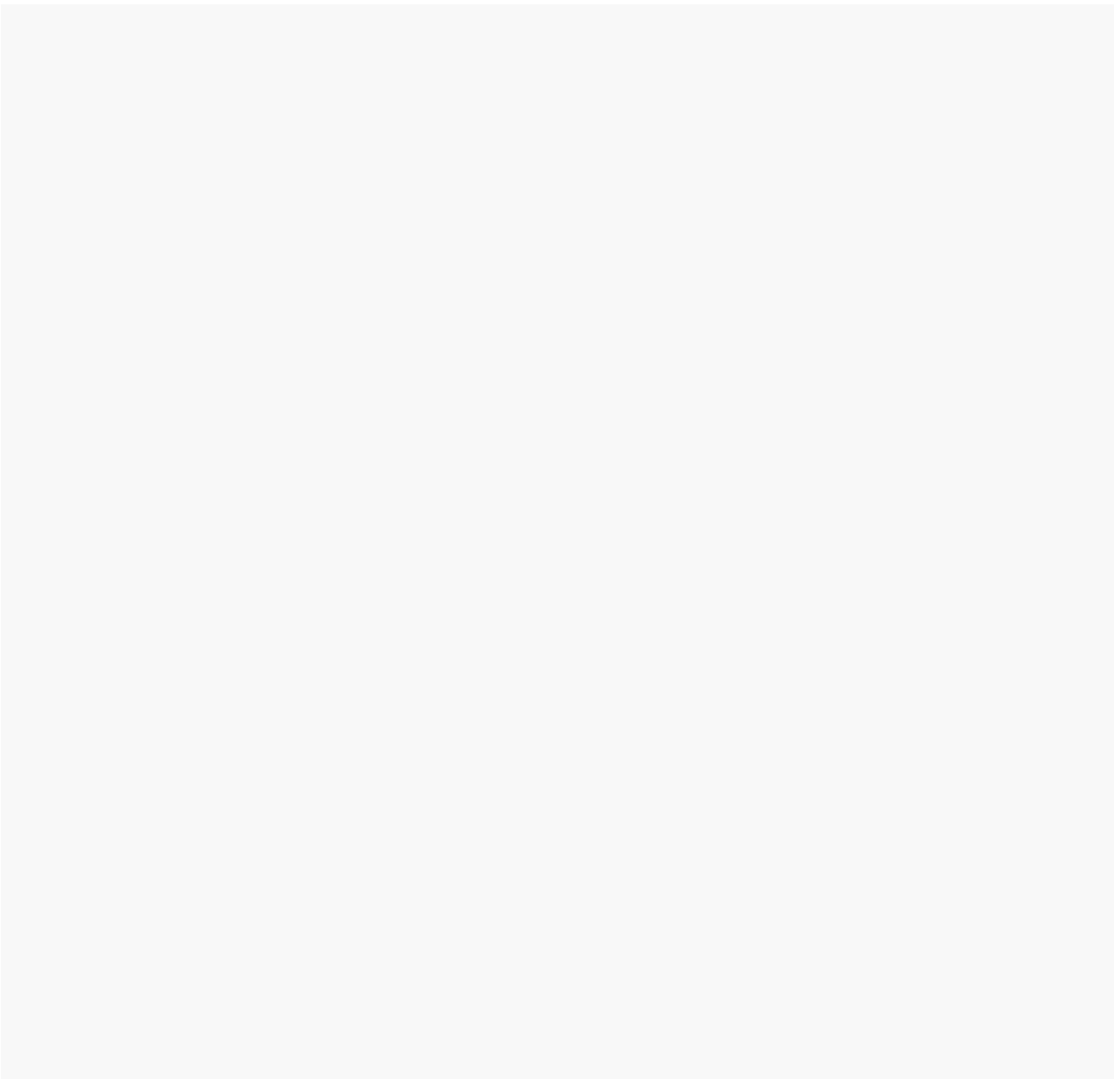
Ms. Lauder, the granddaughter of beauty mogul Estée Lauder, launched her lifestyle beauty brand in 2012. Along with beauty, the brand produces products such as accessories and home decor.

Going live in December of this year, Aerin's collaboration with The Shade Shop targets fans of the lifestyle influencer and the Aerin brand itself.

The window treatment brand has been working to expand its offerings and has embarked on a series of partnerships similar to this, including work with famed designers such as Diane von Furstenberg, Nate Berkus, Jonathan Adler, Pendleton, Sunbrella, Novogratz and Kravet.

"A key factor in the way we expand our collections and reach is through exclusive partnerships with other premium brands and renowned tastemakers," said Ian Gibbs, cofounder and creative director of The Shade Store, in a statement. "Aerin Lauder has created a brand with a distinct point of view that builds on her legacy of style with beautiful, curated products for the home.

"This partnership will bring a modern, feminine aesthetic to our offering and an assortment of materials that appeal to our design-savvy customers and everyone inspired by Aerin's style," he said.



Our effortlessly chic fabrics are a breath of fresh air.

A post shared by The Shade Store (@theshadestore) on Jul 12, 2018 at 12:59pm PDT

While Aerin is a lifestyle brand, the manufacturer has designed a variety of home dcor items but no window treatments. The label currently offers products such as candles, frames, vases, trays, decorative dishes and other art pieces in the home furnishings realm.

"I launched Aerin to make the whole concept of beauty part of the way we live today, and that extends in many ways to interior design," said Aerin Lauder, founder of Aerin. "The Shade Store is a true expert in the window treatment product category and I am honored to be partnering with the best, to develop Aerin drapery and shade offerings."

This is not the first partnership in home furnishings for the brand.

The beauty heiress's lifestyle brand recently brought her sense of style to Williams Sonoma, becoming the retailer's first home dcor collaborator.

Aerin has branched out beyond its founder's beauty heritage, encompassing fashion accessories and home goods. The brand is extending its interior design aesthetic beyond its own label through co-branded collections, allowing Aerin to communicate its point of view to a new audience ([see story](#)).

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