

HOME FURNISHINGS

Holiday House gathers home furnishings brands for a cause

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Master suite by Natalie Kraiem Interiors. Image credit: Marco Ricca Studio

By STAFF REPORTS

Christofle and Frette are among the interior brands sponsoring a New York showhouse to benefit the Breast Cancer Research Foundation.

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The Holiday House is being staged in a \$39 million, 13,000-square-foot townhouse on the Upper East Side, with more than 20 designers lending their talents to transform each of the rooms in a festive theme. Founded by breast cancer survivor Iris Dankner, all proceeds from the opening gala and ticket sales are being donated to the BCRF.

"We are incredibly grateful to Richard Steinberg and Douglas Elliman for providing our gifted designers with such a marvelous canvas on which to work for the 11th edition of Holiday House NYC," Ms. Dankner said in a statement. "Together we are building awareness about and funds for the Breast Cancer Research Foundation."

Makeover for a cause

The townhouse at 118 East 76th Street has been given a new look for Holiday House. Every room and outdoor space in the home, including the rooftop pool, has been made over for the project.

Taking the holiday theme to heart, rooms include themes such as "Getaway in Paris" and "Modern Royal."

Iris Designs teamed with sponsors Christofle and Frette for a master bathroom. Other sponsors include Miele, Hstens and Lladr, among others.



Guest bathroom by Iris Designs. Image credit: JJ Jetel

For the first time, Holiday House will be shoppable, allowing visitors to buy all of the home furnishings and accessories in certain rooms via One Kings Lane. Deluxe NYC will also be taking over the home's library with a retail experience selling furnishings, home dcor and jewelry.



One Kings Lane Dining Room. Image credit: Frank Trimble

Along with welcoming the public for tours, the house will serve as the venue for a series of events including panel discussions, book signings and a podcast series.

Showcase homes allow home furnishings brands to gain awareness in an experiential environment.

For instance, appliance maker Thermador highlighted its innovations and designs as a sponsor of two showcase homes at the International Builders Show in Orlando, FL.

Presented by the National Association of Home Builders, the 2018 New American Home and the New American Remodel featured an array of Thermador cooking, cleaning and cooling appliances. Placing products in these model home environments may encourage visitors to experiment with design and customization ([see story](#)).