

HOME FURNISHINGS

Chairish acquires Dering Hall to further digital furniture discovery

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Dering Hall acts as a resource for designers and consumers. Image credit: Dering Hall

By STAFF REPORTS

Chairish Inc. is acquiring New York-based furniture platform Dering Hall, which it says has made it the largest platform for high-end home furnishings in the United States.

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While consumers are increasingly buying home furnishings online, the market has remained fairly fragmented. Chairish aims to bring consumers an easier discovery and shopping process by bringing together many brands.

Design destination

Dering Hall will add to Chairish's new product assortment, with brands including Matouk, Farrow & Ball and The Rug Company. With this addition, the company will now have 450,000 products across its Chairish, Decaso and Dering Hall platforms.

More than 20,000 design professionals and 2.5 million consumers turn to the Chairish Inc. brands for inspiration and browsing.

"We're pleased to welcome Dering Hall into the Chairish Inc. family," said Gregg Brockway, CEO and cofounder of Chairish Inc., in a statement. "We're now ideally positioned to offer a comprehensive shopping destination for high-end home design, including the finest antique, vintage, newly made and custom items.

"Accelerating digital adoption is creating both new opportunities and challenges for the design industry," he said. "Our companies' shared commitment to making great design accessible online in a way that fosters the health and growth of the design community made this a natural joining of forces.

"We're excited to bring mutually beneficial digital solutions for creativity, discovery and efficiency to life."



Dering Hall lets designers and consumers browse new merchandise. Image credit: Dering Hall

As part of the acquisition, Dering Hall cofounder Peter Sallick will be joining Chairish Inc.'s executive team as a strategic advisor. Dering Hall will continue to operate as a separate yet connected Web site.

"We're thrilled to become part of the growing Chairish Inc. network, which will bring us powerful technology advancements, a complementary and accomplished leadership team, an expanded audience of buyers and sellers, marketing power and operational scale," said Mr. Sallick in a statement. "We have a shared belief in the importance of curation and a mutual passion for bringing the best of the design market online, connecting vintage and antique dealers, artisans and high-end manufacturers with passionate design enthusiasts and interior designers."

Dering Hall has previously positioned itself through editorial partnerships.

Shelter publication *Elle Dcor* introduced two new services to its digital presence with *Elle Dcor* Shopping and *Elle Dcor* Designer Directory, signaling a shift toward a hybrid media-commerce model.

The first allows for dedicated ecommerce through the publication's Web site and the second provides a directory of designers and home dcor specialists for users to browse through and contact. The shopping component will be a partnership with Dering Hall, whose products can be purchased through *Elle Dcor* ([see story](#)).

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