

RETAIL

Four Seasons hosts new Assouline bricks-and-mortar presence

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Assouline's shop in Four Seasons New York. Image credit: Harald Gottschalk/Assouline

By STAFF REPORTS

Hospitality group Four Seasons in New York is advancing its prestigious image with a new boutique for a special book publisher.

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Luxury book publisher Assouline is opening a new boutique at the Four Seasons Hotel Uptown in New York. The 400-square-foot space will feature a selection of curated items such as candles, crafted bookends and vintage Murano glass items.

Prestige and unique shopping

In true Assouline fashion, the store is designed as a contemporary library, founded by both Martine and Prosper Assouline. The two will also be responsible for curating the items in the shop.

The shop will also feature special editions of new books, as well as vintage, focusing on experiential luxury retail.

Assouline touts that the store is dedicated to those looking for rare and one-of-a-kind items.



Assouline's new shop, designed as a contemporary library. Image credit: Harald Gottschalk/Assouline

The shop, located on 58th Street, will feature three grand windows with carefully curated displays. The store hours are Monday through Saturday 11 a.m. to 7 p.m. It will be closed on Sundays.

Italian ecommerce site Artemest recently brought its artisan wares offline through a London exhibit with the publisher.

Celebrating its official launch in the United Kingdom, Artemest staged a temporary display at publisher Assouline's Piccadilly flagship store. While Artemest's online platform includes editorial surrounding the pieces, this physical pop-up will allow for a more immersive look at the handcrafted items sold by the startup ([see story](#)).

The partnership is another example of how Assouline is innovating in physical retail experience.

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