

HOME FURNISHINGS

Sferra enters European retail with Harrods debut

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Sferra's space at Harrods. Image courtesy of Sferra

By STAFF REPORTS

Italian linens label Sferra is extending its bricks-and-mortar footprint to Europe with a launch in London department store Harrods.

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Stocked with classic as well as limited-edition collections, Sferra's space in Harrods is designed to evoke the brand's Italian design. This debut in Harrods follows Sferra's shop-in-shop opening at Bloomingdale's 59th Street flagship in 2017 ([see story](#)), as the brand boosts its retail presence.

"We are thrilled to be entering into this partnership with Harrods with our first international retail footprint," said Michelle Klein, global CEO at Sferra, in a statement. "Harrods is globally recognized as purveyors of the world's most revered luxury brands, we could not ask for a better partner in this important first step into the international retail arena and look forward to bringing to the Harrods customer the expert craftsmanship and beautiful designs they expect from Sferra."

London location

Sferra launched at Harrods the weekend of July 4. The brand tapped New York-based Studio Monteleone & Associates to design the space.

The designers wove nods to Sferra's aesthetics and its heritage throughout the shop's interior design and fixtures, from terracotta benches to a wool carpet custom made for Sferra using the brand's lace pattern.

Among the merchandise retailing at Harrods are the Epyptian cotton Giza 45 collection and the limited-edition Frangia line for fall, which takes reference from the colors near Lake Como, Italy.



Sferra's Giza 45 bedding. Image credit: Sferra

Last October, Dallas-based investment firm Highlander Partners acquired Italian label Sferra as it aims to make the brand the preeminent luxury linen brand.

As part of the acquisition, Highlander Partners' partner Mark Blanchat has become Sferra's chairman, while the company's existing CEO/president Ms. Klein will continue in her role. Sferra is looking to ramp up its presence and growth in both the United States and international markets with the help of Highlander Partners' capital ([see story](#)).

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