

HOME FURNISHINGS

Frette updates Boston boutique with lifestyle approach

July 19, 2019



Frette's Boston boutique has a new look. Image courtesy of Frette

By STAFF REPORTS

Italian linens label Frette is showcasing its extension into a lifestyle brand with the remodel of its boutique in Boston.

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The Frette store has been given a more modern look that reflects the concept of the label's Milan flagship. Frette has evolved its product assortment to be able to serve consumers in more aspects of their lives, taking the brand outside of the bed and bath.

Bespoke boutique

Frette's boutique is situated in the Mandarin Oriental hotel on Boylston Street in the Back Bay neighborhood of Boston.



Frette's boutique is located in Mandarin Oriental, Boston. Image credit: Mandarin Oriental

The brand tapped architecture firm Archibrando to redesign the 918-square-foot store. The boutique is intended to provide an intimate shopping experience.

Marble walls in a golden hue and earth tones greet consumers at the entrance, while touches of brass and velvet are incorporated through the space. Grey ceramic floor tiles from Atlas Concorde are meant to reflect the floor of an Italian terrazzo.

Frette commissioned custom furniture in Afara wood to showcase its bedding collections. A focal point of the store is a chandelier from Studio Italia Design.

A key focus of the store is personalization. Consumers are invited to play with product combinations in Frette's Style of Living concept.

Shoppers can also visit the store's bespoke area to have custom products made for their spaces, whether it is a home, a yacht or a plane.

Consumers can also schedule private appointments at the store.

"We are excited to reintroduce ourselves to the Boston community with this modern, re-imagined space," said Filippo Arnaboldi, CEO of Frette, in a statement. "Since opening our boutique in Boston more than 10 years ago, this design-driven market has greatly contributed to Frette's success and growth within North America.

"The bold new design of the restyled boutique perfectly showcases our recent evolution into a global lifestyle brand that goes beyond bed and bath linen while also paying tribute to our storied Italian heritage," he said.

Seeking to match heritage with contemporary needs of the market, Italy's Frette is transforming itself into a global lifestyle brand that goes beyond bathroom and bedroom linen to appeal to consumers and hospitality brands.

The 158-year-old home linens maker has introduced a new Style of Living concept centered around a lifestyle and eliminated the industry practice of introducing seasonal collections. Not only has the design sensibility changed, but so has the offering expanded to appeal to affluent younger consumers blankets, throws and decorative cushions in addition to bed-sheet sets, towels, table linen and night wear via more retail and digital touch points ([see story](#)).

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