

HOME FURNISHINGS

Boll & Branch chooses Nordstrom as first retail partner

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Boll & Branch is launching at Nordstrom. Image courtesy of Boll & Branch

By STAFF REPORTS

Linens label Boll & Branch is branching out beyond its direct-to-consumer retail operations with an upcoming nationwide launch at Nordstrom.

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Boll & Branch started as an exclusively ecommerce business, and has since opened one physical store in New Jersey's The Mall at Short Hills. This new placement is expected to help more consumers touch and feel the brand's products before purchasing.

"Boll & Branch stands for classic, quality, timeless pieces that you and your family can grow with," said Scott Tannen, founder/CEO of Boll & Branch, in a statement. "We're thrilled to partner with Nordstrom to grow their At Home selection and further their commitment to providing customers with sustainable product options."

Retail partnership

Nordstrom is Boll & Branch's first third-party retailer. The brand's products will be rolling out to full-line Nordstrom stores and its ecommerce site on Oct. 21, giving Boll & Branch an expanded multichannel footprint.

Boll & Branch was founded by husband and wife team Scott and Missy Tannen, who saw an opening for fair trade, luxury bedding at comparatively affordable price points. In addition to paying workers fair wages, the company uses organic cotton that is free of pesticides and GMOs.



The founders of Boll and Branch saw an opportunity for a sustainable company in the linen space. Image credit: Boll and Branch

The brand will be featured as part of Nordstrom's recently launched Sustainable Style category. Nordstrom says it is the first U.S. multi-brand seller to categorize products in this fashion, pointing to fashion that was sourced sustainably, made in eco-friendly conditions or gives back ([see story](#)).

Among the stores that will carry Boll & Branch are Nordstrom's locations in downtown Seattle; King of Prussia, PA; Nashville, TN; Dallas, TX; San Francisco and San Diego, CA.

Boll & Branch recently received a \$100 million investment from private equity firm L Catterton's Flagship Buyout Fund.

With the additional capital, Boll & Branch plans to expand its bricks-and-mortar retail presence, including its wholesale business. As consumers increasingly look for sustainability in what they buy, Boll & Branch has found an audience with accessible luxury textiles that are responsibly produced ([see story](#)).

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