

HOME FURNISHINGS

Bloomingdale's becomes Riley Home's first retail partner

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Riley Home is launching at Bloomingdale's. Image courtesy of Bloomingdale's

By STAFF REPORTS

Linens label Riley Home is launching at department store chain Bloomingdale's, marking the retailer's first partnership with a direct-to-consumer bedding and bath brand.

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Marking Riley's first bricks-and-mortar placement, the brand will retail at select locations across the country, including Bloomingdale's 59th Street flagship in New York. Direct-to-consumer brands are forging wholesale alliances, enabling them to expand their client base and awareness through likeminded retailers.

"Bloomingdale's strives to offer shoppers aspirational yet approachable products and partnering with Riley Home gives our customers access to a unique home brand that shares that same mission," said Dan Leppo, executive vice president and general merchandising manager of men's and home at Bloomingdale's, in a statement. "Our partnership with Riley Home will bring a physical presence to a world class direct-to-consumer business that's known for their luxurious products at incredible prices."

Direct to consumer

Riley Home was founded in 2018 by Heather Kaminetsky, who was formerly a senior executive at Net-A-Porter.

The brand is designed to offer luxury linens at a fraction of the cost, such as sheet sets for \$199 instead of the usual \$1,000. Riley works with family-owned mills in Portugal to produce bedding and bath items including comforters, sheets, dog beds, robes and towels.

In addition to adult collections, the brand has developed a Riley Jr. line for kids.

As part of its retail rollout at Bloomingdale's, Riley is opening a 500-square-foot shop-in-shop on the sixth floor of the 59th Street store. The physical retail presence will enable the customers to feel and see the brand's linens before committing to a purchase.

The shop is also a way for the label to communicate its playful positioning to Bloomingdale's shoppers.



Riley Home is expanding into bricks-and-mortar. Image credit: Riley Home

Riley will also retail on Bloomingdale's ecommerce site.

"Riley and Bloomingdale's are both known for their commitment to offering high-quality products, especially in the home and lifestyle categories," said Sarah Abitbol, CEO of Riley, in a statement. "This is why our partnership is naturally well-suited.

"Launching retail is an incredibly important milestone for a direct-to-consumer brand like ours, and Bloomingdale's long-standing history of excellence makes them the best partner to bring Riley to life in such an experiential way," she said. "We are thrilled to be offering the same incredibly-designed and accessibly-priced essentials for which Riley has become known to Bloomingdale's shoppers."

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

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 ([see story](#)).

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