

HOME FURNISHINGS

Sferra tests US direct retail waters with first pop-up store in Southampton on East Coast

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Sferra merchandise on shelves in the new pop-up store in Southampton Village, a favorite getaway for wealthy New Yorkers. Image courtesy of Sferra

By LUXURY DAILY NEWS SERVICE

Italian linens and lifestyle brand Sferra has opened its first retail store in the United States, offering a vote of faith for bricks-and-mortar even as that channel emerges from COVID-19 lockdowns worldwide.

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The company picked the Hamptons resort town of Southampton, second home to New York's affluent and wealthy, for its inaugural pop-up store. While available in the U.S. through its wholesale channel of department stores and specialty retailers, this is Sferra first company-run retail outlet in North America.

"We are thrilled to be opening our first-ever U.S. pop-up boutique in the Hamptons," said Michelle Klein, president/CEO of Sferra, in a statement.

"Now more than ever our homes have become our peaceful oasis, a place of refuge and tranquility, our aim is to become the one-stop shop destination for the home in Eastern Long Island," she said.

The pop-up's timing is not coincidental.

Wealthy New Yorkers fled to less-populated resort towns such as Palm Beach in Florida or to Connecticut and New Jersey beach locations, as well as Hamptons towns such as Southampton, Bridgehampton, East Hampton, Sag Harbor, Amagansett and Montauk to sit out the COVID-19 lockdown quarantines imposed on New York state residents.



The Sferra boutique on 43 Jobs Lane in Southampton Village in New York State. Image courtesy of Sferra

Big Ben

The U.S. pop-up comes two years after **Sferra** tested the waters in London with arrangement in London's Harrods department store.

A year later, in summer 2019, that led to a permanent shop-within-shop presence in Harrods' luxury linens section.

Founded in 1891, Sferra's products are found in the White House, U.S. embassies worldwide, homes, luxury hotels and resorts, private yachts and planes and even the Vatican's private jet.

Direct competitors include Italy's Frette, California's Matouk and France's Yves Delorme in the U.S.

Present in the U.S. for decades, Sferra products are sold in department stores such as Bergdorf Goodman, Neiman Marcus and Bloomingdale's, as well as 700 specialty home stores across North America.



Lighting up the mood: The Sferra boutique in the U.S. East Coast resort of Southampton Village. Image courtesy of Sferra

and then closer to Big Apple

Sferra's latest pop-up takes 2,000 square feet on 43 Jobs Lane in Southampton Village. The store stocks bedding, mattresses, bath, table linen, accessory and gifting collections.

The store also carries Brahm's Mount, a Maine-based brand known for its premium cotton, linen and wool blankets and throws.

Aware of the fear surrounding COVID-19, the boutique offers curbside pickup, same-day delivery on phone purchases of merchandise available in-store

The Southampton pop-up will remain open through the end of the year to tap the fall and holiday seasons.

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