

HOME FURNISHINGS

Chairish partners with renowned designer for curated offerings

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Renowned designer Celerie Kemble has collaborated with Chairish to offer consumers exclusive products, design tips and more. Image credit: Chairish

By KATIE TAMOLA

Online vintage furniture service Chairish is launching a new series with a beloved designer, offering consumers exclusive content and pieces.

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The Follow This Tastemaker series debuted on March 23 by spotlighting designer and author [Celerie Kemble](#). Through the new partnership, consumers will be able to "follow" Ms. Kemble, and have access to specific offerings from the designer, exclusively through Chairish.

"I just knew Chairish had to debut our Follow This Tastemaker' program with Celerie Kemble," said Anna Brockway, cofounder and president of [Chairish](#), San Francisco. "Celebrated for her whimsical island-inspired interiors and relaxed sophistication, Celerie is beloved amongst the Chairish audience.

"Our community can now regularly shop alongside Celerie and discover her favorite vintage finds, new items she's designed just for Chairish and access her design insights to guide their own home decorating," she said. "This gives folks who love Celerie's style the ability to shop Chairish and decorate their own spaces through her unique lens."

Chairish-ed designs

Through this partnership, Chairish is offering consumers access to an ottoman and sofa designed by Ms. Kemble available in disparate colors, design tips and signed copies of her new book, *Island Whimsy*.

To opt in to "follow" Ms. Kemble, users can go to the Chairish website and create an account in order to sign up and be notified for regular updates, Ms. Kemble's latest Chairish picks and expert tips on how to emulate her style in one's own home.

After signing up, consumers will also be notified when new items arrive.



Some of Ms. Kemble's favorite products featured in the partnership. Image credit: Chairish

Some items currently listed in the collection are the Celerie Kemble Washington Ottoman, Celerie Kemble for Arteriors Parasol Lamp, Schumacher X Cherie Kemble Boquet Toss Pillow in pink lemonade, a vintage Italian textured ceramic snail garden stool and more.

Consumers will also have early access to a hardcover, signed copy of *Island Whimsy*. Through the book, Ms. Kemble aims to help those who have homes close to water transform their settings into dream homes.

Ms. Kemble's writing and design are often influenced by her childhood of beach days and love of the sun. In 2004, Ms. Kemble began building a home in the Dominican Republic directly next to the water.



Ms. Kemble recently offered her design expertise for The Mayflower Inn and Spa in Connecticut. Photo courtesy of The Mayflower Inn and Spa

A home away from home and space for her loved ones to gather, Ms. Kemble designed the home thoughtfully. *Island Whimsy* is organized around the disparate ways Ms. Kemble sought to weave her familial history into this home and to inspire consumers to craft and shape homes that offer similar feelings of peace and escape.

One of Ms. Kemble's most recent projects has been contributing designs to the Mayflower Inn and Spa in Connecticut. The designer aimed to give each room its own personality with rich and bright colors.

Influencing design

Keeping eyes to trends, seeking innovative methods and remaining open-minded are just a few other tactics influencers and design brands prioritize in forming partnerships.

Influencers and design brands are often collaborating on specific lines tailored to reflect the public figure's taste and renowned style.

In 2019, auction house Christie's collaborated with two tastemakers ahead of its summer interiors sale this month. Fashion designer Alexandra O'Neill and interior designer CeCe Barfield Thompson created capsule collections of dresses and home goods inspired by the auction lots that were sold at department store Bergdorf Goodman ([see story](#)).

Aerin Lauder's lifestyle brand Aerin collaborated on a special home furnishings initiative in 2018. Window treatment brand The Shade Shop worked with the Este Lauder-owned brand on a special collection that resulted in Roman shades, drapery and roller shades ([see story](#)).

Ms. Kemble looks forward to the future developments of her new partnership with Chairish, introducing consumers

to new products and trends she thinks are worth their while.

"I'm incredibly excited to be part of Chairish's new Follow This Tastemaker' program," Ms. Kemble said. "Each month, I'll be putting together a curation of my favorite Chairish pieces, along with a series of design ideas, and I welcome design lovers to follow along to sneak a peek of what I'm loving each month."

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