

HOME FURNISHINGS

Chairish acquires Pamono, expands internationally

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Chairish is hoping to connect its buyers and sellers on a broader scale. Image credit: Chairish

By LUXURY DAILY NEWS SERVICE

Online vintage furniture service Chairish has acquired European online vintage and antique furniture marketplace Pamono.

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The online home furnishings category has grown dramatically in both the United States and in Europe over the past several years, and is on track to reach \$84.2 billion by 2024. The acquisition will allow Chairish and Pamono buyers to shop an extensive offering of high-end furnishings, decor and art while enabling the companies' sellers to reach a global audience.

"The future of the design industry is global, and today marks the beginning of an exciting new chapter for Chairish," said Gregg Brockway, cofounder/CEO of **Chairish**, in a statement. "By combining the market leader in the U.S. with the market leader in Europe, we are realizing our vision to bring the very best home furnishings from around the world to design lovers everywhere."

New heights for home furnishings

Through its comprehensive marketplace, Chairish connects 4.5 million affluent shoppers to over 10,000 sellers offering over 580,000 items each month.

Repeatedly achieving a world class 80+ NPS score, Chairish's full service, easy-to-shop site has earned a dedicated following of fans, particularly amongst interior designers.



Pamono is a unique marketplace and magazine specializing in distinctive design objects and the stories behind them. Image credit: Pamono

The acquisition of Pamono further cements Chairish's position as a leading online shopping destination for luxury home furnishings. Together, the two brands' portfolio will account for more than 830,000 vintage, antique, contemporary and made-to-order products, offered by 12,000 sellers worldwide.

Additionally, they will have a community of more than 30,000 verified design professionals, and a shopping network capable of delivering irreplaceable items at competitive rates worldwide.

Pamono will continue to operate as a standalone site and grow the team based in Europe. Chairish will share more information on deeper integration between the businesses and new solutions for the design industry in the coming months.

Final closure of the acquisition is subject to customary German tax and regulatory approval.

At the beginning of 2019, Chairish acquired New York-based furniture platform Dering Hall, aiming to bring consumers an easier discovery and shopping process by bringing together many brands ([see story](#)).

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