

HOME FURNISHINGS

Shinola partners with Crate & Barrel for dcor collection

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Shinola for Crate & Barrel Collection. Image courtesy of Crate & Barrel Holdings, Inc.

By LUXURY DAILY NEWS SERVICE

Luxury goods retailer Shinola has partnered with home dcor retailer Crate & Barrel to launch a new line of furniture and accessories.

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The Shinola for Crate & Barrel collection, available starting Aug. 18, features 115 pieces that balance raw and refined design. The collaboration promises thoughtful, quality and chic pieces for any affluent's living space.

"This collaboration naturally blends our brands' mutual love of great design and honors the luxury hand-crafted quality Shinola stands for," said Sebastian Brauer, vice president of product design and development of Crate & Barrel, in a statement. "This collection is built for the way people want to live; design-forward, clean lines and quality materials with a relaxed vibe- creating that perfectly worn, lived-in feeling customers come to Crate & Barrel for.

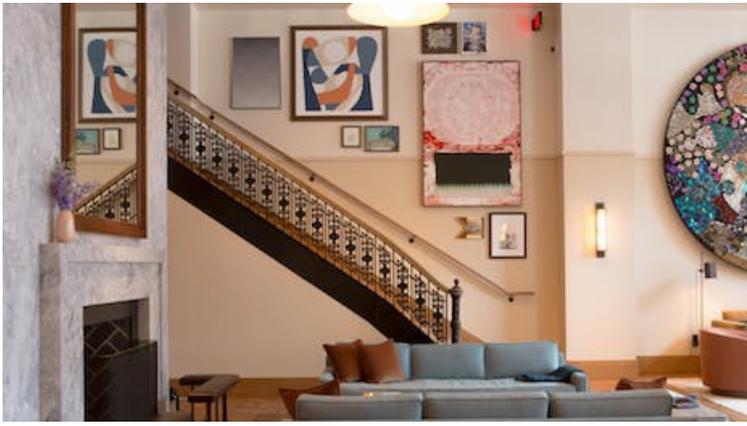
"We know customers will be inspired by the soul and quality of this unique collection."

Shinola for Crate & Barrel

The collection consists of furniture pieces crafted from FSC-certified American hardwood, geometric motif pillows, woven leather lighting, home office dcor and more. Focal pieces include the Utility Chair featuring retro plaid upholstery and the Hotel Bed which aims to bring the luxury hotel feel to an affluent's bedroom.

Consumers can shop the collection [online](#) and at select stores across the United States, with pieces ranging from \$24 to \$4,299.

Several items in the collection are BIFMA compliant an industry-wide registry of furniture products that conform to specific safety and durability standards for commercial use including the Utility Coffee Table, Runwell Executive Desk, Runwell Bookcase, Hotel Bed and more.



The Shinola Hotel. Image credit: Shinola

"We at Shinola are always excited to partner with other storied American brands our partnership with Crate & Barrel might be our most exciting collaboration to date," said Shannon Washburn, CEO of Shinola, in a statement. "Expanding into the home category was always part of our strategy, it is a natural progression for us based upon our success with turntables and clocks as well as in the hospitality space with the Shinola Hotel."

In March, Marianne D'Elia, head of merchandising and planning at Shinola Detroit, spoke during a session at the Michigan Fashion Media Summit. At the event, industry professionals discussed how brands and retailers have pivoted and harnessed new opportunities to grow their businesses and how consumer engagement has been impacted permanently ([see story](#)).

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