

HOME FURNISHINGS

Four Seasons at Home expands product offerings

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Four Seasons at Home sells the hospitality group's renowned linens, towels, robes and more. Image credit: Four Seasons Hotels and Resorts

By LUXURY DAILY NEWS SERVICE

Hospitality group Four Seasons Hotels and Resorts has expanded its collection of luxury goods through its online retail platform.

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The group launched Four Seasons at Home two years ago, and has seen positive reception among its consumers. In addition to Four Seasons beds, linens, towels and robes, the full-service online shopping experience offers a growing collection of items spanning fashion, home and travel accessories.

"Four Seasons is synonymous with luxury and excellence and Four Seasons at Home reflects this unwavering commitment," said Marc Speichert, vice president and chief commercial officer at Four Seasons Hotels and Resorts, in a statement.

"We have seen an incredibly strong response to these products which speaks to a desire to capture the magic of our guest experience and extend it into the home," he said. "Sales across the platform have grown 60 percent year-over-year, a testament to the demand for quality craftsmanship and covetable design."

At Home

In 2014, Four Seasons introduced the industry's first fully customizable beds, allowing guests to personalize their stay with a choice of mattress firmness, pillows and bedside amenities.

The group launched its online store in 2019 with an initial offering focused on products that Four Seasons guests around the world frequently requested ([see story](#)).



Jacquard-woven wool blanket, made in Italy of cashmere and merino wool. Image credit: Four Seasons Hotels and Resorts

Building on the success of this platform, Four Seasons at Home has grown to include new colors and styles of its best-selling items, as well as new product categories including candles, travel and fashion accessories and children's towels.

Drawing inspiration from Four Seasons destinations, both bedding and towels are offered in six colors to match a variety of styles or dcor. Candles are available in six scents including the new, limited-edition Alpine Retreat.

Four Seasons at Home is designed for shopping via mobile, desktop or tablet. The live chat function allows shoppers to connect with product representatives who can answer questions and assist in purchase decisions.

Delivery can be made anywhere in Canada and all 50 U.S. states. When purchasing mattresses and foundations, the service includes removal of all packaging and old mattresses.

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