

HOME FURNISHINGS

Chairish's Anna Brockway: Luxury Woman to Watch 2022

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Anna Brockway

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Anna Brockway

Cofounder/president

Chairish

San Francisco

"My biggest challenge has been rapidly scaling our business"

What do you most like about your job?

I'm an admitted compulsive redecorator, always transforming and reimagining my home.

With Chairish, my personal passion and my profession come together.

What is the biggest challenge in your work?

My biggest challenge has been rapidly scaling our business.

Chairish operates in a \$240 billion category which, even before the pandemic, was the fastest-growing U.S. ecommerce segment. With COVID, online furniture shopping wildly accelerated, increasing expectations and attention on us.

What is your work priority for 2022?

Chairish just purchased Pamono, the premiere European marketplace for antique and vintage home furnishings.

In 2022 we will focus on integrating Pamono into the Chairish experience to create one global brand with region specific capabilities.

What is your proudest achievement in luxury?

I am proud to have created a beloved brand that delivers style and sustainability. Dreamt up in my dining room eight years ago, Chairish has grown to become the leading resale marketplace for the \$240 billion home furnishings industry.

Having sold over 500,000 chic vintage and antique pieces, Chairish has made resale shopping - which is significantly kinder to the planet - fashionable.

We power a circular economy that extends the life of existing items and avoids the environmental impacts associated with the manufacture of newly made products. Our expert curation and inspired storytelling make sustainability stylish, sophisticated and wildly popular.

How do you see luxury evolving in 2022?

I predict the luxury shopper will increasingly favor products that are sustainable and help her express her unique, one-of-a-kind style.

[Please click here to see the entire Luxury Women to Watch 2022 list](#)

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