

TRAVEL AND HOSPITALITY

SLS Hotels & Residences expands into ecommerce offerings

July 6, 2022



The SLS Shop is now open online. Image credit: SLS Hotels & Residences

By LUXURY DAILY NEWS SERVICE

Hospitality brand SLS Hotels & Residences is launching an online retail shop as it pushes into the lifestyle space.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The **SLS Shop** has an extensive product range, including premium bed linens, mattresses, bathrobes and towels. Through the retail platform, consumers can bring SLS Hotels' luxurious, sustainable offerings to enhance their own homes.

"We are thrilled to see The SLS Shop come to fruition and to be able to share the SLS lifestyle experience beyond our hotels and into our guests' homes from linens and mattresses to the newly launched MALIN+GOETZ for Ciel Spa collection," said Michele Caniato, chief partnerships officer and executive vice president of brand marketing at Ennismore, in a statement. "This is the beginning of a strong extension of our hotel brands into the retail space."

SLS is part of lifestyle hospitality company **Ennismore**.

SLS at home

Now open at shopatsls.com, the online store is currently only accepting and shipping orders in the U.S. with plans to expand in the near future. SLS currently has seven properties across the U.S., Mexico, Bahamas, Dubai and Buenos Aires, with plans to open two new locations by 2024.

Shop offerings include bathrobes, organic bed linens, pillows and SLS mattresses in king and queen sizes. Other SLS branded pieces include pool towels, hats, beach bags and slippers.



SLS-branded athleisure from Goldsheep. Image credit: SLS Hotels & Residences

The online store is also building off existing collaborations with brands such as Goldsheep and MALIN + GEOTZ. For instance, shoppers can purchase SLS branded leggings, jackets and sports bras from Goldsheep or bath amenities, such as body lotion or body wash, from SLS's new MALIN + GEOTZ for Ciel Spa sustainable line.

Other hospitality brands have also expanded into ecommerce shops.

Launched online in fall 2019, the "Four Seasons at Home" collection includes signature Four Seasons beds, linens, towels, robes and more. Online shoppers can now purchase Four Seasons towels, bedding and even Four Seasons mattresses in a range of sizes ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.