

APPAREL AND ACCESSORIES

Linen Alley's Jennifer Fay: Luxury Woman to Watch 2023

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Jennifer Fay

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 25 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:

Jennifer Fay
Owner

Linen Alley

Jackson, WY

"My priority is fine tailoring the balance between the unparalleled innovation in design and the mastery and sophistication of crafting your own personal sanctuary with the unique combination of luxury bedding and luxury mattresses"

What do you like most about your job?

My favorite part of my job always has been and is still discovering and sourcing the world's finest, most inspired products. Never settling for the ordinary, daily striving to achieve and maintain our legacy as a luxury brand, our distinctive sense of place in Jackson Hole.

My enduring mission: supplying form and function, beauty and comfort together. I cocreated Linen Alley 18 years ago, crafted to provide an elevated shopping experience that is today still rooted in my personal ethos on styling.

What is the biggest challenge in your work?

The biggest challenge by far is market volatility and waning consumer confidence.

Coming off the supply chain issues in 2021 and one of the hottest economies, there was huge motivation to maintain a backstock of inventory to meet immediate demand.

But in 2022, with global turmoil and recession fears, it is finding balance. How much and what to inventory to meet these two conflicting demands is very challenging.

What is your work priority for 2023?

I sell the crafted luxury of the everyday. My priority is fine tailoring the balance between the unparalleled innovation in design and the mastery and sophistication of crafting your own personal sanctuary with the unique combination of luxury bedding and luxury mattresses.

As restful sleep takes center stage, the importance of spoiling your senses in dreamy comfort is my everyday priority.

What is your proudest achievement in luxury?

The story of Linen Alley is a history of serving the community I was born in and love. A store built by women, run by women, beauty and comfort are woven into every fiber of what Linen Alley has to offer.

We have achieved the finest selection and most exquisite collection of products available; impeccably curated by my dream team of capable women with a combined 50-plus years of textile experience. This unparalleled combination is my proudest achievement.

How do you see luxury evolving in 2023?

Luxury has always been synonymous with quality. As prices climb for lower-end pre-luxury items, customers are more conscious about the value of what they buy.

Luxury providers like Linen Alley have a prime opportunity to legitimize and define the authenticity of what luxury is and why the investments in craftsmanship and quality are not just for the most exclusive population. [It is about] form and function, everyday luxury that makes your life better.

In some spaces, like your home, luxury items that perform as exceptionally as they look are being realized as a crucial part of a more healthy and happy life.

[Please click here to see the entire Luxury Women to Watch 2023 list](#)

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