

HOME FURNISHINGS

World's only standalone Pratesi store now open

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Previously, the brand was available exclusively online and through retail partnerships. Image courtesy of Pratesi

By LUXURY DAILY NEWS SERVICE

Italian linens brand Pratesi has landed a boutique in Palm Beach, Florida.

Now open, the location is the maison's only standalone store in the world. Carrying fine products for bedding, dining and bath, the flagship brings Pratesi's 118-year heritage to a luxury-loving community by the sea.

"We are thrilled to be opening our first Pratesi boutique in Palm Beach," said Michelle Klein, president and CEO of Pratesi, in a statement.

"We look forward to bringing the expert craftsmanship and beautiful designs that Pratesi is renowned for to our Palm Beach customers," Ms. Klein said. "Pratesi has a legacy of over a century, and we are excited to be a part of Palm Beach's rich tapestry."

Luxe linens

Imagined by New York-based design house Studio Monteleone & Associates, the bricks-and-mortar brings old-world craftsmanship to Florida.

Now, residents and visitors can have a tactile experience when shopping for Pratesi linens. Previously, the brand was available exclusively online, in London department store Harrod's and within Woods Fine Linens in North Yorkshire, United Kingdom.



Bath, dining and bedroom items are all for sale at the new shop. Image courtesy of Pratesi

The new boutique carries bed and bath linens, as well as decorative creations. Using extra-long staple Egyptian cotton and all woven in Italy, the items exude luxury.

Guests can find a bevy of collections on-site, including Angel Luxe, Paradise, Tre Righe, Treccia, Frederico, Fresia, Divino and Marca.

Hand-sewn towels, robes and tub mats bring a high-end touch to the bathroom, providing spa-like experiences. For the table, napkins, runners, tablecloths and placemats uplift dining and entertaining.

Travertine floors, aniline leather, copper accents and tufted wool carpets that draw upon the maison's butterfly motif infuse the space with the aesthetics and textures of Pratesi's home country.

Italy has been a point of emphasis in marketing for the brand since its recent relaunch ([see story](#)), perhaps eyeing the growing demand for businesses that platform meaningful stories and legacy.



Florida has become a giant market for the luxury industry, making Pratesi's new opening possibly well-positioned. Image courtesy of Pratesi

The shop is located at 400 Hibiscus Avenue on the corner of Peruvian Avenue.

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