

RETAIL

Pratesi expands Palm Beach flagship

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Now open, the label has doubled the size of its Palm Beach boutique at 400 Hibiscus Avenue, adding 1,400 square feet to an existing 1,150 square feet. Image courtesy of Pratesi

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

Italian linens brand Pratesi has renovated a key retail location in the United States.

Now open, the label has doubled the size of its Palm Beach boutique at 400 Hibiscus Avenue, adding 1,400 square feet to an existing 1,150 square feet. The project, led by New York-based design house Monteleone and Associates, presents a broader range of Pratesi's home offerings.

"The debut of our newly expanded Palm Beach flagship marks a defining moment for Pratesi," said Michelle Klein, CEO of Pratesi, in a statement.

"This is not only our largest retail footprint to date, but a powerful expression of the brand's evolution and our commitment to creating truly extraordinary experiences for our clients," Ms. Klein said. "Palm Beach has long been an essential market for Pratesi, and this new flagship reflects the heritage of Italian craftsmanship that defines us.

"We are thrilled to open a new chapter here, one that honors our legacy while embracing the future of Pratesi around the world."

Italian craftsmanship

Interior materials play a central role in the redesign.

Finishes include Italian hand-rubbed teak, aniline-dyed leather, clear glass and polished copper elements, alongside a custom dining display table made from travertine discs topped with a bleached teak surface.

Custom teak wall scones were also created exclusively for the space. The added space features coralina limestone flooring, a material often associated with coastal settings.



Decorative items such as throws, vases and porcelain can be found throughout the space. Image courtesy of Pratesi

The flagship houses Pratesi's growing assortment of bedding, bath and table linens, along with down products, decorative accessories and a made-to-order capsule furniture collection.

Available in-store, the latter handcrafted furniture line features items made from French oak, including beds, armchairs, benches, stools and nightstands. The pouf, "a soft, fabric on wood base expression of ease and elegance," finishes out the collection, per Pratesi, which notes that its entire made-to-order line can be created in a range of fabrics, shades and finishes.

The Palm Beach shop first opened in 2004 as the brand's only standalone store ([see story](#)).

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