

HOME FURNISHINGS

# ‘House of Matouk’ showroom opens in New York City

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*Touches from local artisans outfit the Upper East Side space's interior. Image courtesy of Matouk/Read McKendree*

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By LUXURY DAILY NEWS SERVICE

American luxury linen maker Matouk has a new retail location.

The brand's first dedicated store opens in a historic prewar building in Manhattan's Upper East Side. Aiming to capture the warmth of one's home, the two-story showroom is modeled after an intimate living space.

"For many years, our team has dreamed of creating a space where we could create a fully immersive Matouk experience," said Mindy Matouk and George Matouk Jr., creative director and CEO of [Matouk](#), in a joint statement.

"In House of Matouk, we think we have tapped into the perfect alignment of concept and location; a place to build a unique environment that is both compelling for customers and authentic to our brand," Mr. and Mrs. Matouk said. "House of Matouk is the embodiment of what home means to us (less children and pets, which you are welcome to bring if you have them)."

## Expanding horizons

Situated at 20 East 67th Street, the storefront was designed by Ms. Matouk, with fixtures, flooring and lighting provided by a variety of local brands.

Inside, the linen maker places its focus on an upscale feel, attention to high-end craftsmanship and distinct personalization, present throughout all aspects of the space, including a bespoke outdoor garden, outfitted with a patio and a fully stocked wet bar.



*The brand's first dedicated store is now open. Image courtesy of Matouk/Read McKendree*

Custom creations from New York-based craftspeople add character to the showroom. A marble shower and an Egyptian limestone, all of which are surrounded by Matouk's fine fabrics, are among the highlights.

Each of the brand's core categories including home goods, apparel and accessories will be sold in-store. House of Matouk exclusives will soon also join the boutique's selection.

A dedicated design and service team is also on-site. The experts can speak to the brand's products and facilitate customizations, touting various monograms, fabric swatches and archival designs that allow visitors to create bespoke designs.

Experiential retail concepts have become a go-to for many luxury brands in recent months, especially in the homeware space, with French silversmith Christofle opening a West Hollywood pop-up last month ([see story](#)).

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