

JAYSON HOME

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JAYSON HOME MAKES ITS NYC DEBUT WITH A POP-UP LOCATION IN SOHO

Chicago, IL (September 13th, 2017) – [Jayson Home](#), the beloved Chicago-based urban home emporium offering a sublime collection of new, vintage and antique furniture and accessories, announces the opening of its NYC pop-up store located at 138 Greene Street in Soho.

With a flagship brick-and-mortar location in Chicago and a flourishing online and catalog business, Jayson Home's NYC location will support the brand's devoted customer base of interior designers, stylists and editors and design enthusiasts on the East Coast. Similarly to the brand's Chicago flagship, Jayson Home's NYC store will serve as a design destination and mecca for endless inspiration. Beyond the curated mix of new and vintage furniture, lighting, rugs and accessories, the pop-up will focus on a full-scale design experience, including a floral shop, in-store workroom filled with custom fabrics and one-of-a-kind vintage items sourced from around the world.

"Following our successful pop-up debut in the Hamptons last Summer, the opening of Jayson Home's NYC store allows us to expand our retail footprint and satisfy our East Coast customer base," said Jay Goltz of the Goltz Group and Co-Founder of Jayson Home. " Jayson Home is more than a traditional retailer – we are offering an overall lifestyle with a well-curated mix of new and vintage home furnishings and décor in a distinctive approach for our category and in the retail world in general. At Jayson Home, we are merchants first. Our passion for customer and client service across our business channels is our top priority and a testament to the reputation we've cultivated on a national level since we began in 1997."

Jayson Home's 5,500-sq.-ft. Soho location will span two shopping floor levels and boast 16-ft.-tall ceilings. The store will feature all of the categories for which the retailer is best known, including furniture, as well as a wide selection of tabletop, pillows, art, great books, lighting, gifts, vintage and new rugs and home furnishings sourced globally from Morocco, Paris, Spain and more.

"Our NYC pop-up is so much more than a traditional retail space. In designing this store, our goal was to create an experience that allows both our existing fans and new customers to engage with the brand in a truly unique way." said Caroline Scheeler, Co-Founder and Creative Director of Jayson Home. "Of course, we want people to shop, but we also want them to be inspired by what they see and experience the world of Jayson Home the moment from they walk in the door."

"Our customers have come to rely on Jayson Home as a resource for furniture and accessories you can't find anywhere else. In our Soho store, there is a mix of items, from splurge-worthy décor to accessories starting at under \$10, making it a store that is fun for everyone to shop. We even have a vintage bird cage complete with finches on display. In the Instagram age, creating a space that is truly unique is more important than ever," said Devin Kirk, Vice President of Merchandising.

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For more than 20 years, Jayson Home has been considered a must-see design destination in Chicago and counts many of the world's top designers, as well as as design enthusiasts, as fans. The Soho location is sure to encourage the same loyal following.

Jayson Home's NYC store will open to the public for nine months beginning September 18th, 2017 at 138 Greene Street. Hours of operation are 11-7 everyday.

For more information, photos or to arrange interviews with Caroline Scheeler and Devin Kirk from Jayson Home, or Jay Goltz of the Goltz Group, please contact Lauren Urband at THE CONSULTANCY PR at lurband@theconsultancypr.com.

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About Jayson Home:

Jayson Home is an urban home emporium offering a sublime collection of new, vintage and antique furniture and accessories. A destination for top designers, style editors and savvy shoppers, Jayson Home's flagship retail location is housed in a century-old, 20,000-square-foot converted warehouse in one of Chicago's trendiest shopping districts. The store also operates a website that is a favorite resource for design aficionados from around the world.