

Design Within Reach Evolves Retail Approach with New Store in Long Island's East End



(Stamford, Conn.) – March 2, 2021 – Design Within Reach, Inc. (DWR), a subsidiary of Herman Miller (NASDAQ: MLHR) and the leading source for modern living, announces its expansion with the opening of a small-footprint store on Main Street in Southampton, N.Y.

At 2,500 square feet, the Studio's original 1901 façade boasts classic Hamptons charm and character. Inside, an intimate boutique atmosphere draws inspiration from the seaside surroundings and reflects the way people live today, while providing the expertise visitors need to pull it all together – one item or room at a time.

"As your source for modern living, we believe good design solves problems," said Debbie Propst, President, Herman Miller Group Retail. "Southampton is unique in that it's a seasonal second-home market. Residents are looking for quality products on demand – immediate design solutions across key categories. As we've expanded our assortment and moved to a cash-and-carry model, we're ready to lean in to meet local needs," said Propst.

DWR Southampton makes the most of modern coastal living with the brand's exclusive range of expertly crafted furnishings created in collaboration with designers like Norm Architects, Hlynur Atlason, Pat Kim and Egg Collective, alongside modern classics by Charles and Ray Eames and Eero Saarinen.

The store also addresses current customer appetite for work from home essentials like Herman Miller's award-winning line of performance seating and offers a seasonal assortment of pillows, throws, and other finishing touches designed for casual comfort and the seamless integration of indoor and outdoor spaces to shop and bring home same day.

"From my experience engaging with customers in this market, I've learned that this is an audience with an appreciation for authentic design, a unique sense of style and a penchant for a coastal modern aesthetic," said Propst.

For the opening, DWR has collaborated with artist Cas Frieze to showcase limited-edition fine art photographs of windswept coastlines and textural rock formations distilled into abstraction. Printed and framed using museum-quality materials, each hand-signed and numbered piece is available for sale. Expertly curated, seasonal assortment of pillows, throws, and other finishing touches are also available to shop and bring home same day – no lead-time required.

Design Within Reach has given people access to the best in authentic modern design since its founding in 1998. It seeks out and amplifies many great voices in design: the emerging, the established, and the legendary that came before, to create and source exceptionally crafted, built-to-last, and beautifully designed furnishings meant to be enjoyed

over a lifetime and move with you – from home to home, generation to generation. With a forward-looking omnichannel approach, DWR has become more than a home for midcentury design – it is the source for modern living.

The Southampton Studio is now open at 5 Main St., Southampton, N.Y., 11968.

Visit www.dwr.com/southampton or call 929.352.1744 for more.

About Design Within Reach

Design Within Reach is your source for modern living. Founded in 1998 with a mission to provide access to the best in authentic design, the company curates classics from design icons and cultivates next generation talent to deliver an evolving breadth of product that can only be found at DWR. With a solution-oriented approach, the company offers the expertise and services needed to support the way people live today. Headquartered in Stamford, Conn., DWR sells its furniture and accessories to residential and commercial customers through retail Studios in North America, via the web at dwr.com, by phone at 1.800.944.2233. Design Within Reach, Inc., is a subsidiary of Herman Miller, Inc.


About Herman Miller

Herman Miller is a globally recognized leader in design. Since its inception in 1905, the company's innovative, problem-solving designs and furnishings have inspired the best in people wherever they live, work, learn, heal, and play. In 2018, Herman Miller created Herman Miller Group, a purposefully selected, complementary family of brands that includes Colebrook Bosson Saunders, Design Within Reach, Geiger, HAY, Maars Living Walls, Maharam, naughtone, and Nemschoff. Guided by a shared purpose— design for the good of humankind—Herman Miller Group shapes places that matter for customers while contributing to a more equitable and sustainable future for all. For more information visit www.hermanmiller.com/about-us.

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