

Herman Miller Opens Experiential Retail Concept in Boston

The global design leader expands to Massachusetts, introducing a new way for Bostonians to experience performance seating and home office solutions



Herman Miller (NASDAQ: MLHR), the global leader in innovative design and furnishing solutions, announces the opening of a new experiential retail concept store in Boston's Seaport neighborhood, the seventh of its kind, following recently opened locations in Chicago, IL, and Greenwich, CT. The new space is dedicated to selling performance seating and products that support the home office and small business worker. Created in direct response to present-day customer demands, the concept invites a new way for consumers to test-drive Herman Miller products and experience the benefits of sitting well first-hand.

"Although the world is beginning to open up post-pandemic, many aren't necessarily returning to the office as they once knew it," said Debbie Propst, President of Global Retail for MillerKnoll. "Our customers continue to find themselves working from home and sitting down for more hours than usual – we believe they deserve healthier options than the dining room chair. We understand that performance seating is an investment, and this new retail experience allows visitors to test our offerings in-person before making their purchase."

Herman Miller Boston will provide a unique educational and experiential process that allows guests to sit and try products for themselves. Designed to guide customers to make informed and confident purchasing decisions, the 1,500 square-foot store will have a dedicated ergonomic specialist on-hand to help shoppers better understand the health and productivity benefits of sitting well.

On-site, visitors can test and compare Herman Miller's innovative solutions for the home office and the different features of its award-winning performance seating portfolio, all developed to support long-lasting, health-positive benefits including postural distribution of weight, a key to healthy circulation and focus. Customers can also experience the offerings' adjustment capabilities such as breathable suspension materiality and backrest adjustments, along with customizable finishes and stylish details. A chat function on the Herman Miller website also provides shoppers with a virtual experience of the store through a personalized one-on-one video call.

"Boston is a key market for Herman Miller, and we are thrilled to be able to bring a new way of experiencing the brand to both new and returning Bostonian customers," said Propst. "Optimizing the well-being of our customers is at the center of what we do, and we look forward to inviting visitors from the Seaport community and beyond to explore their options and discover the right solutions for their individual needs."

While some retailers shift away from brick-and-mortar stores, MillerKnoll Global Retail – comprised of brands such as Herman Miller, Knoll, Design Within Reach, Fully, and HAY, has taken a different approach. "As more companies transition to a flexible work model, comfortable and functional home office furnishings will remain in high-demand," said Propst. "Herman Miller's performance seating designs are the result of decades of ergonomic research, an important element that will continue to remain a crucial consideration when it comes to functional at-home workspaces."

Herman Miller in Boston is now open to the public at 83 Pier 4 Blvd., Boston, MA 02210, with an opening celebration on August 14, 2021.

For more on the Herman Miller Boston location, visit store.hermanmiller.com/boston-store.html or contact media_relations@hermanmiller.com.

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.



