

***Serena & Lily Opens First Mid-Atlantic Design Shop at Bethesda Row***

*Bethesda Beckons Beautiful Designs from Inspirational Home and Lifestyle Brand*

**Serena & Lily** opened its first, highly-anticipated mid-Atlantic storefront today [**Monday, August 3, 2020**]in the buzzy Bethesda Row shopping district in Maryland. The Design Shop showcases the California-based home brand’s signature coastal aesthetic, which blends classic influences with a fresh, casual approach to furniture, bedding, home accessories and more.

“With some of the country’s most beautiful neighborhoods and proximity to the eastern shore, the Washington, DC area felt like a natural fit for a Serena & Lily Design Shop,” said Lori Greeley, Chief Executive Officer for Serena & Lily. “We look forward to joining the local design community and sharing our unique perspective on creating a casual, elegant home.”

At over 3,000 square feet, the spacious interior showcases the breadth of Serena & Lily’s assortment, featuring shiplap fireplaces and wainscoting – reflections of the brand’s acute attention to detail and artistry. A curated gallery wall will feature original works by local artists, including Wendy Doak, Lanie Mann, Erica Nordberg and Sarah Trundle, complementing the shop’s polished, coastal design aesthetic. Serena & Lily’s signature offerings of indoor and outdoor furniture, bedding, rugs, lighting, upholstery and decorative accessories will be expertly styled across multiple vignettes – with breezy and colorful textiles promising to reach beyond Bethesda as the brand shares design inspiration for home décor in DC’s surrounding coastal getaways.

The Bethesda Design Shop opens up to a lush outside patio through a set of French doors, showcasing Serena & Lily’s outdoor assortment as inspiration for entertaining and intimate gatherings.

Serena & Lily stylings also extend further beyond the store itself and into the Bethesda Lane pedestrian walkway alongside the shop. Adorned with the brand’s signature natural furnishings including Capistrano Hanging Chairs, Inverness Dining Chairs, and Teak Garden Tables & Benches, the outdoor vignettes will welcome passersby to seek further design inspiration while experiencing the atmospheric space firsthand.

A short drive from Washington, DC, the Bethesda Design Shop marks Serena & Lily’s 13th retail location, located at 7121 Bethesda Lane, Bethesda, MD, 20814. To ensure the safety and health of its design advisors and patrons, Serena & Lily is looking forward to hosting guests for a private, bespoke shopping experience by advance appointment – available to schedule [HERE](https://simoneink.us1.list-manage.com/track/click?u=6f815f0dedb8cb9fbdb392d1e&id=d5fc2a7c5c&e=7ecf9d7fae). Contactless curbside pickup will also be available by contacting the Design Shop directly via phone 240.531.1839 or email Bethesda@serenaandlily.com.

Key Features of the Serena & Lily Bethesda Design Shop include:

* 3,000 square feet of space featuring thoughtful displays of Serena & Lily’s signature bedding, wallpaper, rug collections and a curated assortment of furniture, lighting, upholstery and décor.
* An extensive swatch wall featuring more than 300 original Serena & Lily textile designs
* A rotating art gallery of original works from the company’s ever-evolving Art Collection, highlighting mid-Atlantic artists such as Wendy Doak, Lanie Mann, Erica Nordberg and Sarah Trundle
* Complimentary design services allowing guests to work one-on-one with Serena & Lily’s expert in-house advisors, available for in-shop and virtual consultations, as well as in-home appointments to bring guests’ decorating visions to life.
* A creative workspace for interior designers, open for private appointments, client meetings and presentations during and outside of regular business hours.

**About Serena & Lily**Founded in 2003, Serena & Lily brings a fresh California spirit to the home. Known for its mix of original and curated designs, the brand inspires customers to cultivate their own personal style and express it with confidence. The Serena & Lily look is casual yet sophisticated, with a decidedly coastal sensibility. Categories include custom furniture, bedding, rugs, pillows, wallpaper, lighting, dining and outdoor. There are 13 design shops located in Atlanta GA, Bethesda MD, Boston MA, Chicago IL, Dallas TX, East Hampton NY, Newport Beach CA, Pacific Palisades CA, Palm Beach FL, Summit NJ, San Francisco CA, West Hollywood CA, and Westport CT. The company is headquartered in Sausalito, California. Please visit [www.serenaandlily.com](http://www.serenaandlily.com/) for more information and to explore the collection.

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