

# otto

architecture + design

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## BUZZ

### Tui Lifestyle Opens in New York

Created by designer Tui Pranich and entrepreneur Jason Atkins, Tui Lifestyle has a new approach to interior design: high style, turnkey room packages comprising furniture, decorative accessories, and luxury amenities.

By controlling every step of the process, from design of furniture and selection of accessories to manufacturing, warehousing inventory, distribution, delivery, and white-glove installation, Tui Lifestyle has shortened the timeframe from design consultation to homeowner comfort—to a mere 72 hours if the client's home is within a 300-mile radius of one of its distribution centers and to a week nationwide.

Prices range from \$10,000 to \$50,000 – equaling as much as 40% off retail prices and includes everything from custom-made upholstered and case pieces of furniture to window treatments, artwork, decorative accents, mattresses, sheets, towels, cookware, flatware, music compilations, scented candles, fresh flowers, and bath essentials.

Tui Lifestyle aims to build similar partnerships with NY-based real estate companies and developers. The Miami-based company's new flagship store in New York marks its first step toward company-operated and franchised retail enterprises nationwide.



**Tui Lifestyle, at 136 Greene Street, NYC, was leased by Faith Hope Consolo and Joseph Aquino of Prudential Douglas Elliman's Retail Group.**