



Raleigh store



Southern Pines store

BUSINESS beat

Opulence Of Southern Pines & DUXIANA

Written by Owner, Tanda Jarest | Photos courtesy of Opulence

We opened our luxury bed and bath flagship boutique in historic downtown Southern Pines in 1997. After living in New York in the early '90s where I was a manufacturers sales representative for numerous luxury linen manufacturers, we retired to North Carolina by way of Ft. Bragg (Neal, now a retired Army Lieutenant Colonel).

I started small, running the store in Southern Pines alone six days a week for the first four years. That allowed me to make lasting contacts with the community. The Southern Pines store still services many of the very first customers to visit the store almost 18 years ago. The loyal customers appreciate our incomparable product knowledge as well as our commitment to offering the finest products at competitive pricing.

In 2004 with a fully staffed Southern Pines location and Neal fully retired, we opened a second location in Cary and in 2005, we launched our website, which we loving refer to as our third location.

In 2010, we decided to expand again by opening a DUXIANA sleep shop in an adjacent space at The Mews building, which we own, in Southern Pines. Neal and I are long time admirers of DUXIANA, the Swedish-made line of mattresses sold exclusively in dedicated boutiques around the world. Four of the Top 10 hotels in New York City, selected by Condé Nast Traveler Readers, choose The DUX Bed.

Three years ago, the opportunity came for us to move our Cary location to Raleigh in Cameron Village. What a great move that has been. Opulence of Southern Pines received a wonderful welcome in the Raleigh community. Not only do we offer all of our luxury linens, sleepwear and fragrances there, but we also offer the DUXIANA mattresses in that location as well.



Owner Tanda Jarest & CEO Neal Jarest

Founded in 1926, DUX is a family-owned company producing handmade beds incorporating Swedish northern hardwoods, steel springs, natural latex and 100% long-staple Egyptian cotton yarns. The DUX bed should last up to 50 years. Many beds are actually willed to children, hence, "DUX, the Bed for Life"!



Neal and I hoped the DUX shop would provide one-stop convenience for current Opulence customers, as well as attract a whole new clientele to both stores. Both the DUXIANA and Opulence boutiques are thriving.

Our sales teams at both locations work extra hard to insure that each customer who visits our stores has the most pleasant shopping experience, coupled with leaving with an above average level of product knowledge. Our stores carry the same merchandise. The Southern Pines location has more inventory in stock simply because there is more room to store it all. The stores share inventory, if Raleigh needs an item, Southern Pines gets it right up to them.

Opulence of Southern Pines, being the premier boutique of luxury linens in the Southeast, has recently been selected by our suppliers to offer a few extra special products. We are proudly stocking the new Sferra Giza 45 Luxe, with its one-of-a-kind craftsmanship and smooth, silken-like feel it is truly the world's finest bed linen. Each set of Sferra Giza 45 Luxe is accompanied by a numbered Certificate of Authenticity. We also have recently been selected by Habidecor to offer their



2015 limited edition bath rugs. We invite you to stop by to see these very special products.

Often asked what is my favorite

Sheet: The answer is always the crispest, whitest sheet in the world. Right now that happens to be Sferra's Giza 45 Percale.

Towel: The answer is always Abyss Super Pile.

Candle: The answer is Nest, any fragrance!

Mattress: DUXIANA, of course!