

TRIANGLE URBAN

HOME

JUNE/JULY 2013

CELEBRATING INSPIRATIONAL DESIGN AND PERSONAL STYLE





REST ASSURED

By Emily Howard

The city of Raleigh will sleep a lot better now, thanks to Tanda and Neal Jarest. The owners of Opulence of Southern Pines and DUXIANA for North and South Carolina have set up shop in the bustling Cameron Village and brought only the world's finest linens and down products with them.

The Jarest's ever-popular downtown Southern Pines location is a hot spot for luxury-linen-lovers who have been known to travel far and wide to visit. "That's a true luxury customer," explains Tanda, "they know what they love and they wouldn't consider buying elsewhere."

Neal and Tanda opened the first Opulence of Southern Pines location in 1997 in a small space downtown on Broad Street. "A few years later, we bought a large commercial building a block up the street in an old 1940s gas station and completely renovated it and moved Opulence in there," says Tanda. The Raleigh boutique is a beautiful extension of the original destination and shoppers will find an assortment of bedding, washable silks, percales, sateens, quilting, brocades and tapestries from the same beloved designers like Sferra, Anichini, Ann Gish, Yves Delorme, Peacock Alley, Anali, Frette and more right here in Cameron Village. You'll even find the same line of handcrafted DUX Beds that is offered at only 30 other DUXIANA stores throughout the U.S.

Raleigh welcomed Opulence of Southern Pines to Cameron Village

with open arms at the Grand Opening, where Neal and Tanda gave away over \$15,000 in door prizes from their luxury manufacturers, including products from Sferra, Anichini Frette, Peacock Alley, Yves Delorme, Ann Gish and Abyss & Habidecor. The grand prize winner took home a brand new DUXIANA bed. "DUX is truly the highest quality bed manufacturer in the world," explains Tanda. "She was a lucky lady."

Having checked out the new digs while at the Grand Opening, it's obvious the space is perfectly stocked with a unique selection of luxury items for the home. Everything from the sleepwear and lingerie to the bedding and pillows feels exquisitely self-indulgent and decadent upon touch. "Every product that makes it into my retail stores has been personally tried by me," explains Tanda. "I can't tell you how many stacks of towels I have at my house, but that's how we find out what's good enough for our discerning clientele. We only have the best products. Not only do Neal and I work on our business, but we work very much *in* our business." ♦

Indulge a little and visit Opulence of Southern Pines and DUXIANA located in Cameron Village, at 400 Daniels Street Raleigh. For more information call 919-467-1781 and visit www.opulenceofsouthernpines.com.



