MEDIA KIT 2023



ALPACA



# FLUFF ALPACA THE BERKSHIRES ALPACA STORE

CONTACT: KATELYN@FLUFFALPACA.COM 319 MAIN STREET, GREAT BARRINGTON, MA

#### WHO WE ARE

Fluff is a family-owned alpaca clothing and home goods boutique serving the Berkshires and Hudson Valley. Inspired by the Werner family's own local alpaca farm, <u>Green River Hollow Farm</u>, Fluff is focused on finding quality, ethical brands that provide value to our dedicated customer base.

# ABOUT OUR BRAND

In addition to selling the softest alpaca clothing and accessories for women, men, babies, and children, we've expanded into quality cotton and other natural fibers for the warmer seasons—although we strongly believe alpaca is perfect for all seasons!



# OUR MEDIA COVERAGE

- What's So Great About Great Barrington? A Weekend Guide to the Quietly Cool Berkshire Town, Vogue
- The Berkshires: An Itinerary of Things to Do, New York Magazine
- Fluff Alpaca, farm to fiber to shop, The Berkshire Edge
- Why We Love Great Barrington, MA, The WeekEnder
- The New Normal Series, The Today Show with Savannah Guthrie
- Alpaca Fluff, WAMC Northeast Public Radio
- Features: Fluff Alpaca, Berkshire Style

MORE AT <u>FLUFFALPACA.COM/PRESS</u>



## **OUR VENDORS**

- Atelier Delphine
- Bare Knitwear
- Blacksaw
- Kuna
- Beyond Threads
- Helen Howe
- Michele & Hoven
- Serendipity Organics

- Tsuyumi
- Wol Hide
- Red Maple Sportswear
- Oeuf
- Donsje
- Red Caribou
- Nanay
- SKT Ceramics

MORE AT FLUFFALPACA.COM/VENDORS











## INTERESTED IN GETTING IN TOUCH?

Contact Katelyn Pekrul, Store Manager, at <a href="mailto:katelyn@fluffalpaca.com">katelyn@fluffalpaca.com</a>.









Store Instagram

Farm Instagram

<u>Facebook</u>

<u>Pinterest</u>