

MODERN LUXURY

# HAMPTONS







From left: Grammar's Antecedent shirt; KZ\_K Studio's Porto Day jacket and waist pant.

# The Art of Style

CELEBRATING EQUALITY AND INCLUSIVITY THROUGH COMMERCE AND COMMUNITY, MATRIARK MAKES WAVES THIS SUMMER WITH AN ABUNDANCE OF TRUNK SHOWS, ART EXHIBITIONS AND MORE.

BY CHLOE HECHTER

Sitting in the heart of Sag Harbor, Matriark effortlessly fuses style and conscious consumption together with an impressive (and expressive) lineup of high-end fashion, design and lifestyle products sourced from LGBTQIA+ and women-owned businesses, brands and artists. The Brazilian-born luxury retail entrepreneur Patricia Assui Reed supports women's equality with a carefully curated selection of products and experiences, and contributes to philanthropic organizations that champion women's rights and equality. The name itself, Matriark, pays homage to the power of women leaders and the positive impact they hold.

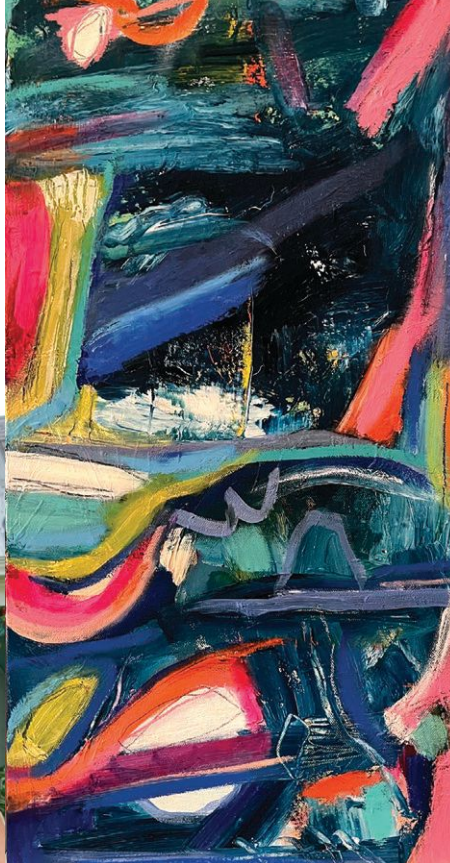
Reimagining the historical building known as the Gingerbread House dating back to the 1870s, the space sports iconic Carpenter Gothic architectural styles, alongside a seasonal selection of interior decor and art from local artists and designers, while an eclectic selection of women-owned brands like Amrose, Maryam Nassir Zadeh and more hang from the racks.

This month, she kicks off the summer with a can't-miss trunk show and cocktail



PHOTOS COURTESY OF BRANDS





“Supporting independent women-owned brands and artists and creating community around them is at the core of what we do, and I am so proud that they chose Matriark to be their home in the Hamptons.”

But the summer pop-ups don't stop there. Following the cocktail party and trunk show, Matriark will continue its current, solo art exhibit with local artist Blair Borthwick ([blairborthwick.com](http://blairborthwick.com)) until Aug. 1. Want a sneak peek of the show? Reed tells, “Blair Borthwick is an artist and creative polymath whose art never ceases to amaze me.” Picture pops of color, impressive layers and abstract designs in each and every piece. And to heat up this month even more, the boutique will also work hand in hand with Parrish LA ([parrishla.com](http://parrishla.com)) for an exclusive trunk show on the 22nd and 23rd filled with luxe knitwear and sweaters from Lauren Parrish Walker. Whatever day you choose to drop in, this celebration of artistic prowess of local artists and designers is not to be missed. 133 Main St., #3302, Sag Harbor, 631.919.5577, [matriark.com](http://matriark.com) ■



party featuring Grammar ([grammarnyc.com](http://grammarnyc.com)), Poetica ([poeticabotanicals.com](http://poeticabotanicals.com)), KZ\_K Studio ([kzkstudionyc.com](http://kzkstudionyc.com)) and Jennifer Alfano Jewelry ([jenniferalfano.com](http://jenniferalfano.com)). While Grammar brings the staples with favorites like its quintessential white T-shirt, KZ\_K Studio features conscious, New York-made clothing styles, Poetica

showcases a serene line of essential oils, skincare, haircare and garment care that pay homage to Mother Nature herself, and Jennifer Alfano Jewelry ties it all together with handmade fine jewelry. “KZ\_K, Grammar, Poetica and Jennifer Alfano share in their commitment to conscious, thoughtful and beautiful design,” says Reed.

Clockwise from left: Founder Patricia Assui Reed in front of Matriark; Blair Borthwick, “Apollo’s Arrow” (2019, oil, acrylic and crayon on canvas), 12 inches by 24 inches; Poetica delicate wash; Grammar Adjective tunic in white.