

The Perfect PROVENANCE

Curated to Capture a Time and a Place

BY VALERIE OWENS | PHOTOS COURTESY OF THE PERFECT PROVENANCE



Offering men's & women's fashion, home décor, and gifts from around the world, The Perfect Provenance supports artisans, capturing a time and place through curation.

"Our concept is about quality and the provenance of an item," expressed Lisa Lori, Owner of The Perfect Provenance. "We want to create a transplace in time. A feeling like when you go on vacation and find items that are truly unique and special. We want to be a part of a memory, 'Remember when we went to Napa.' It's a powerful emotion, and that is what we strive for every day."

Raised in Lafayette, a piece of Lisa's heart always stayed in California. Moving to New York after college, Lisa and her family moved to Greenwich,

Connecticut, where she opened The Perfect Provenance in 2016 after 25 years working in luxury goods, marketing, and PR. Married in Rutherford, Lisa always had a dream of coming back home. After moving back to California and opening a new location in Tiburon in 2020, Lisa closed her Greenwich store and went after her dream. Located in downtown Napa at 1300 First Street, The Perfect Provenance opened during the memorial weekend of 2021.

"I was married in the Napa Valley, and it has always had a special place in my heart," said Lori. It has always been a dream of mine to open a store here. I have always been about being close to the community where I live, and I want to bring that aspect to Napa. We have a

home in Belvedere and St. Helena. Our goal is to immerse ourselves in the community. We will have a calendar of events monthly and will incorporate themes through our events and culturally influenced merchandise. We also have an extensive online store and two locations for our patrons to visit."

Voted best of the Gold Coast Awards and the 2020 Reader's Choice Awards winner for Best Boutique by the Marin Independent Journal and Best Men's Clothing Store in 2021 by Marin Magazine, The Perfect Provenance is an authentic expression of culture and elegance. Napa's newest boutique is curated to perfection, offering a little something for everyone, creating an inspired foot print composed of fashion, lifestyle, and artistry.



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FOR MORE INFORMATION www.theperfectprovenance.com // 1300 1st St. Suite 352, Napa, CA 94559