

Matriark Shop in Sag Harbor Features Only Female-Designed Wares

Matriark, a year-round store by Patricia Assui Reed, showcases home decor and more from female makers

By Priya Krishna
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“I didn’t want it to be a beach store,” says Patricia Assui Reed, founder of Matriark, of her new Hamptons shop. The boutique, set inside one of Sag Harbor’s old Victorian homes at 133 Main Street, offers curated goods from female makers and designers, covering fashion, accessories, and home decor, in a residential setting. “I wanted it to be casual, but have a level of sophistication. It’s a year-round store, and Sag Harbor is a year-round town, more so than some of the other areas in the Hamptons that have pop-ups.”

For the offerings in-store, Matriark will be showcasing home and design goods from modern, sophisticated brands favored by those out East. The assortment will include pieces from Missoni Home, Agnes Studio, Alice Cheng Studio, and a range of artists’ wares curated through BKLN Clay. The design pieces on offer will span ceramics, totems, bedding, pillows, and lamps, with more expected to arrive each week.

Beyond the ornate exterior, the interior of the home veers more modern. “I’d been eyeing a few stores, but hadn’t found anything special. I would pass this building every day, and then I saw the sign and it was just the perfect setting

Patricia Assui Reed in front of her Matriark shop in Sag Harbor



to me, the perfect home for Matriark,” says Assui Reed. “I wanted crisp interiors. It’s still cozy, and there’s so much light—instead of making things darker, I wanted to create an airy feel with white walls and navy blue upholstery and glass and a clean background. I wanted to bring a lot of prints, and I needed a blank canvas for them.”

The new venture is the first solo project for Assui Reed, who prior to founding this boutique worked extensively as a merchant—first as a buyer and then in communications for brands like ABC Carpet & Home, Tiffany & Co., Polo Ralph Lauren, Goyard, and many more. She hopes Matriark will bring something new to the area. According to her, “The residential setting, the community of people here supporting women... that’s always been my vision.” ■