

HOME FURNISHINGS AND PRODUCTS BRAND ACQUISITION OPPORTUNITY

Hilco Streambank is soliciting offers for the intellectual property assets of Portico®. The available assets include the Portico trademarks, domain names and social media assets.



RESPONSIBLE LUXURY ROOTED IN NEW YORK CITY DESIGN

For over three decades, Portico has served as a leading destination for luxury home products for fashionable customers and noteworthy interior decorators, architects and editors. In 1988, Portico opened its flagship store on West Broadway in New York City's then up and coming SoHo district. Portico pioneered industrial inspired designs that were the perfect complements to the converted lofts and studios of artists, actors, designers and Wall Street executives. After establishing renown in New York City, the brand became frequently referenced in various forms of media, including appearances on the Bravo network and depictions in books such as Bret Easton Ellis' *Glamorama*.

Over time, the brand's success led to its expansion into the hospitality sector, including a longtime partnership with Hyatt Hotels, as well as other complementary categories, including home décor, bed and bath linens, and personal care products, further enhancing Portico's brand awareness. The Portico brand places a premium on responsibly sourced products incorporating sustainable materials. In addition to its retail stores, Portico branded products have been historically distributed through department stores, specialty stores, and the PorticoHome.com e-commerce website.

ASSETS AVAILABLE FOR SALE

- Trademarks
- Domain Names
PorticoHome.com
- Social Media Assets
Facebook
Twitter
Instagram
Pinterest



VARIETY OF PRODUCT CATEGORIES



FURNITURE



SHEETS



PICTURE
FRAMES



DRAPERY
HARDWARE



TOWELS



PERFUME



SLEEPWEAR



SHAMPOO AND
LOTION

SALE PROCESS

Indications of interest are due on October 14, 2021. Parties are encouraged to submit indications prior to this date, and the seller reserves all rights to proceed to document a transaction at any time. Please contact one of the Hilco Streambank representatives listed below to learn more.

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