

# THE REALM OF BEAUTY

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**Lifestyle and sensuality with responsibility** — Modern design and good old-fashioned craftsmanship? Urban lifestyle and familiar regional ties? Those wishing to find this all under one roof go to Mary Rose in Dornbirn, where beauty and joy are brought to the world. Crochery and household goods have been sold in Schillerstraße,



on the edge of Dornbirn's pedestrianised zone, for almost 100 years. For the last 28 of those, Mary Rose has been the byword for good design, sustainable production and beautiful things for the home. And it is not only the people of Dornbirn who appreciate the pleasant atmosphere and sensual ambience of this lovely shop located in a traditional building. Guests from around the world allow themselves to be enchanted by the lovingly selected items for the house, bathroom and kitchen. And if they happen to fall in love with a slightly larger item, it can be wrapped, packed and shipped directly to their house door.

Company founder Stefan Grabher lays great importance on being close to his customers and their needs. And the experience he gains from this is ploughed into the design of his beautiful collections and the choice of his hand-picked manufacturers. Connections are everything and Stefan Grabher also maintains long-term relationships with suppliers and producers, many of whom he can now count amongst his friends. Much-travelled around the entire globe, he tirelessly seeks out beautiful and useful things that bring joy and have quality, often together with his wife and two daughters. When doing this it is not only important to him that his customers receive good quality at a fair price, he also examines the entire upstream manufacturing process – Mary Rose is the first and only home textiles producer in the whole world that is a member of the Fair Ware Foundation. Around 80 % of the textiles products on offer are already produced according to Fair Ware criteria. One third of the textiles products in the shop are Bio/kbA [certified organic farming] or GOTS certified.

**Beautiful, local, sustainable** — Sustainability is not only an important part of the Mary Rose philosophy when it comes to foreign goods: Mary Rose also supports the project Lebenshilfe Vorarlberg, helping people on its very own doorstep, so to speak. In its Dornbirn-based LebensArt workshops disabled and handicapped people manufacture products such as cushions filled with spelt or Swiss pine chips and are therefore very much part of the 'Mary Rose family'. Stefan Grabher also has

the very highest ethical standards in the area of bedding: no plucking of live birds, down from Europe and stitching among other places in Vorarlberg and Burgenland. Soon you will be able to experience a 'live sewing workshop' in Schillerstraße; then you can see how your very own bedclothes are created. One further example of quality and sustainability is the table linen, which is spun, woven and sewn in Portugal and decorated with artistic hemstitching. Upon request, monograms can be embroidered while you wait in the shop. Not only on the table linen, also on towels and bathroom textiles to provide a truly individual accent. A key theme is enticement of the senses: feel, smell, the sensual experience of beautiful things is particularly important at Mary Rose. This is the distinction from mass-produced goods and anonymous furniture shops. Another lovingly thought-out small detail: at Mary Rose you will still find cotton handkerchiefs – and these are once again in high demand.

**Only the best in the kitchen** — A real cosy home requires a perfectly equipped kitchen and a well-laid table. “Mary Rose has a selected range of mostly European provenance, in a wide assortment”, states Stefan Grabher. There are glasses from Riedel in all shapes and sizes, the range of LeCreuset cast iron cooking pots is impressive and it is rare to find such a wide selection of colourful kitchen equipment by Rosti Mepal. “We only stock selected partners in our cookware department and we have long-term commitments with these. If you bought a glass from us two years ago, you will be able to still buy an identical one in our shop today”, assures Stefan Grabher. At Mary Rose there is a particular importance placed on good advice. Two of the employees in the shop are qualified cooks and can offer advice if required on precisely which cooking utensil is best suited for the preparation of which dish. The shop's customers appreciate this in ever-increasing number.

The beguiling shop in Dornbirn is, however, only a small, but very important part of the Mary Rose family. It is, so to speak, the shop window: under the brand names 'Mary Rose' and 'mary's', home textiles can be purchased at 280 points of sale all over Europe. Sustainable home textiles are manufactured for numerous European contractual partners. Dornbirn know-how is appreciated by customers around the world.

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