

Bearaby Opens First Pop-Up Experience In Time for Holiday Season

Bearaby teams up with Whalebone to launch a “Wintrovert’s Wonderland” in the heart of New York City



New York City, New York Dec 9, 2022 ([Issuewire.com](https://www.issuewire.com)) - [Bearaby](#), the sustainable home wellness brand dedicated to design-forward products for mental, emotional, and physical well-being, is hosting its first pop-up experience in New York City. Featuring a hot cocoa bar, Hygge relaxation pods, sleep experts, and Bearaby products, the pop-up aims to create a “Wintrovert’s Wonderland” that encourages people to rest, re-charge, and reclaim the holiday season.

Located at 328 Bleecker St. through January, the pop-up gives customers and comfort-seekers the chance to try out Bearaby’s line of sustainable home wellness products. From the award-winning [Cotton Napper](#) and the holiday-inspired [Velvet Napper](#), to newer products including [the Hugget](#), [the Cuddler](#), and the just-launched [Pupper Pod](#), Bearaby’s full suite of products will be on display for the first time since the brand’s DTC launch four years ago.

In addition to fan-favorite products, Bearaby will also introduce a limited-edition cardigan hand-knit in Bearaby’s signature colors and style. The Napigan, made of 100% organic cotton, provides the same soothing comfort of Bearaby’s weighted blankets in sweater form, and is available for a limited time only.

“Restorative rest is often the first thing to take a back seat during the holidays, so we wanted to create a space where people can take the weight off and take a brief moment for themselves,” said Kathrin Hamm, Bearaby Founder, and CEO. “Our Wintrovert’s Wonderland brings our mission to create a calmer, more comforting world to life, and we’re thrilled to be hosting our first-ever pop-up to provide a place of peace this holiday season.”

Throughout the season, Bearaby will host a number of holiday happenings aimed to get customers in the holiday spirit while keeping them calm and cozy. From a classic Holiday Sweater Party celebrating the introduction of the Napigan, to movie nights, and more, the pop-up will provide a range of experiences aimed to allow people to relax and embrace their inner Wintrovert.

For a full list of pop-up experiences, visit www.whalebonemag.com/wintroverts-wonderland/

For more information on Bearaby, visit www.bearaby.com/blogs/the-lay-low/bearaby-whalebone-pop-up-store

About Bearaby

Bearaby is a sustainable home wellness brand on a mission to create a calmer, more comfortable world: one nap at a time. Every Bearaby product prioritizes holistic well-being, sustainability, and exceptional design to bring about revolutionary rest, naturally. To experience Bearaby, please visit www.bearaby.com or [@mybearaby](#) on Instagram.



Media Contact

Bearaby

emily@bearaby.com

Source : Bearaby

[See on IssueWire](#)