

& son

For Immediate Release
Contact: Jeanine Genauer
jgenauer@jprgroup.com
(973) 980-0100

Photos attached – captions following release

Montclair Welcomes & son New Concept Shop on Church Street

Mother and Son Team Up to Bring Joyful Mix of Styles, Art and Unique Gifts for the Ultimate Shopping Experience

Montclair, NJ, September 21, 2020 – The mother and son team of Beth and Ben Stricof announce the debut of & son, a new concept shop opening on Church Street, October 1, just in time for the fall shopping season. & son offers an eclectic assortment of carefully curated merchandise artfully arranged and designed to appeal to a broad range of tastes from funky to sophisticated.

“This store opening is a direct, positive result of the pandemic,” said Ben Stricof, co-owner of & son. “I came back home, like so many people of my generation, to work remotely. I bought a puppy for companionship during the lockdown and decided he needed a better bed, so we designed a dog bed/person couch. The idea of selling this unique dog bed/person couch expanded and grew into the grand concept of the & son store.”

The concept of & son is to help customers find the unexpected for gift giving or to elevate their own home design. The creative mix of & son features rotating installations highlighting local artists such as photographers Claire and Jeremy Weiss and furniture artist Ed Rode, home décor items created by local artisans and selectively imported from Japan, Berlin, Canada, and Sweden, as well as Bespoke furniture, puzzles and new and vintage clothing.

No stranger to the area, Beth previously owned and operated, Ruby, a women’s clothing boutique on Church Street. She is thrilled to be back working with her son to share her fashion and retail expertise.

“It is our optimistic hope that shopping direct and local will help restore the well-being of individuals and the community and strengthen the journey back to normalcy as we cope with the pandemic and beyond.” said Beth Stricof co-owner of & son.

Safety measures in accordance with health and government guidelines will be strictly enforced to ensure customer safety. & son is committed to supporting the local community and the Montclair Business Association serving the pedestrian friendly Church Street district.

“The diverse and artistic spirit of Montclair make it the perfect place for & son,” maintains Ben. “The unique combination of two aesthetics – hip and funky with trendy and sophisticated is what we are all about.”

& son is located at 43A Church Street, Montclair, NJ 07042. On Instagram @shopandson.

About & son

Owned and operated by mother and son team Beth and Ben Stricof of Livingston, NJ., & son is for people who appreciate a well curated shopping experience. The distinguishing quality of & son is its creative mix of styles, art, unique gifts, home décor items, made to order furniture, new and vintage clothing, conversation starters and other goods not available at ordinary retail and online stores.

Captions:

Beth Stricof and Ben Stricof with gold ampersand

Co-owners mother and son Beth and Ben Stricof pose with the symbol of their new concept shop & son opening October 1 on Church Street in Montclair, NJ.

Beth Stricof and Ben Stricof with dog bed

Beth and Ben Stricof feature a custom designed dog bed/person couch, one of the unique items for sale at the new concept shop & son on Church Street.