

A Seamless Blend Of Heritage And Luxury

An Interview with Rushil Shah, Vice President of Marketing, Scully & Scully

EDITORS' NOTE *Rushil Shah is the Vice President of Marketing at Scully & Scully, where he leads strategic initiatives to elevate the brand's presence and drive growth. With a deep passion for luxury retail and a keen eye for innovative marketing strategies, Shah has been instrumental in shaping the brand's digital and traditional marketing efforts. His expertise spans across content creation, data-driven decision-making, and consumer engagement, ensuring that Scully & Scully remains at the forefront of the industry. Shah is a graduate of the University of Pittsburgh.*



Rushil Shah

COMPANY BRIEF *A Park Avenue landmark, Scully & Scully (scullyandscully.com) is celebrating a legacy of 90 years in business with a grand expansion and has become a gold standard for upscale home decor. The flagship showroom on Park Avenue in Manhattan tripled its footprint to further showcase its offerings of the finest crystal, exclusive silver items, jewelry, leather goods, furniture, and more. For anyone who loves classic style, Scully & Scully is the mecca and a dreamy destination when visiting New York City.*

Will you highlight Scully & Scully's history?

The store opened its doors in 1934 and is the oldest store on Park Avenue between 34th and 96th Streets and has expanded to more than triple its size over the years. Adored by international and domestic heads of state and many celebrities, the store is curated to have the best selection of fine china, crystal, silver, and furniture in the country.

What have been the keys to Scully & Scully's leadership and ability to remain relevant for 90 years?

Scully & Scully has consistently emphasized high standards of craftsmanship and materials. Our dedication to quality has helped us build a reputation for offering only the finest products. The store's product selection often reflects a blend of classic and timeless design elements, appealing to a broad range of tastes while ensuring that our offerings remain relevant across generations. While we have maintained a focus on classic styles, we have also adapted to changing tastes and trends, incorporating contemporary designs to stay current.

How do you describe the power of the Scully & Scully brand?

The power of the Scully & Scully brand lies in our seamless blend of heritage and luxury, underscored by a 90-year legacy of service. Our brand epitomizes high-end home furnishings with a commitment to quality that transcends trends. Our personalized customer experience, especially with our Wedding Registry department, and distinctive identity reinforce our status as a symbol of sophistication and enduring value, making it a revered destination for those seeking both classic and contemporary styles.

Who is the Scully & Scully client?

We have customers from all over the world ranging from homeowners who seek high-end furnishings to enhance their homes with sophisticated, enduring pieces and collectors and connoisseurs who appreciate the brand's expertise and curated selections. Our customers are individuals looking for exclusive, high-end gifts that reflect

thoughtfulness and uniqueness, suitable for special occasions or significant milestones.

Will you highlight the Park Avenue store and how the store continues to evolve and transform?

When you enter through the tall brass doors held open by the doorman, the first thing you notice is the traditional influences on the space itself. The source of the brilliant light is the numerous large Baccarat and Lalique chandeliers hung from the high ceilings, resulting in a grandly lit area. This location has been at the forefront of our innovation strategy, with recent enhancements that reflect our commitment to delivering an exceptional customer experience. We have undergone significant updates, including a modernized layout, state-of-the-art technology integrations, and new design elements that create a more engaging shopping environment.

Will you discuss Scully & Scully's products and collections?

Scully & Scully carries primarily traditional home furnishing items from select, mostly



Scully & Scully

European vendors such as Herend, Baccarat, Halcyon Days, Moser, Christofle and Queen Lace Crystal. Most of the merchandise is the product of buying trips throughout Europe in search of vendors to represent. Thus, the store is nothing short of a lens through which only items of quality can be seen.

How critical has it been for Scully & Scully to retain its talent and to build such brand loyalty throughout the team?

Retaining talent and fostering brand loyalty within our team have been absolutely critical to our success. Our team members are the backbone of our company, and their dedication directly influences the exceptional service and quality that define our brand.



What advice do you offer to young people interested in pursuing a career in marketing?

For young people aspiring to pursue a career in marketing, my advice is to cultivate a strong foundation in both creativity and analytical thinking. Embrace opportunities to learn and adapt in an ever-evolving industry by staying updated on the latest trends and technologies. Building a diverse skill set, including digital marketing, data analysis, and content creation, will be crucial. Above all, be curious, proactive, and willing to experiment – these qualities will help you navigate and thrive in the dynamic field of marketing.

What are the keys to being effective in marketing today?

We like to understand our audience and deeply understand the demographics, preferences, and behaviors of our target market. We leverage digital channels and utilize digital marketing strategies, including social media, content marketing, and email campaigns, to reach and engage with our customers. High-quality visuals and storytelling can highlight the brand's sophistication and craftsmanship. We also collaborate with influencers, interior designers, and other brands to expand reach and enhance credibility. ●



Scully & Scully showroom

