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FOR IMMEDIATE RELEASE

**New Home + Lifestyle Shop  
Forges Ahead Amid Pandemic**

In accordance with Phase 2 of New Jersey’s coronavirus recovery   
effort, FORGE is excited to announce they have finally opened   
their doors to customers for the first time.

**(Red Bank, NJ, June 29, 2020):** Starting your first business at any time can be stressful enough, but doing so amid a global pandemic can be particularly challenging. When first-time business owner, Alexandra Montaperto moved into her new space at 50 English Plaza in Red Bank on Feb 1st, she had already marked her calendar for an April 4th grand opening of her new home + lifestyle shop, FORGE. But when the pandemic hit, everything was put on pause. Contractors pushed back schedules, suppliers scaled back production and deliveries were delayed. “It was touch and go for a while. I feared I might be out of business before I ever had a chance to open my doors,” Alex said. “But I did my best to remain positive and continued moving forward despite the uncertainty. It required some flexibility. My husband and I ended up doing almost of all the improvements to the space ourselves, I worked with suppliers to get what I could when I could, and made adjustments to my plan. In the end, I have a beautiful shop that I am very proud of.”

In accordance with Phase 2 of New Jersey’s coronavirus recovery effort, FORGE opened its doors for the first time on June 16th. “It wasn’t exactly the grand opening I had envisioned. There was no ribbon cutting or crowded celebration with family and friends,” Alex said. “But I am so thrilled just to be open now, welcoming customers and meeting new people. This has been a dream of mine for a long time.”

FORGE is a home + lifestyle shop that is committed to supporting independent craftspeople who employ ethical production practices, use organic and sustainable materials and source local components whenever possible. They carry a thoughtfully curated selection of goods ranging from modern home décor and ceramics to jewelry and beauty products—all produced by independent artisans and craftspeople using traditional and sustainable processes to create quality goods. FORGE believes the throwaway culture of modern consumerism is not just wasteful, but also the root cause of some of the world’s most challenging issues. “Products are often not made to last and are not treasured due to the use of cheap materials, a lack of craftsmanship and a disconnect between maker and consumer,” Alex said “Mass production may have its place for some goods, but not ours. We only carry enduring goods that are made individually or in small batches.”

FORGE is located at 50 English Plaza in Red Bank and is open every day except Tuesdays. For more information, visit [www.shopatforge.com](http://www.shopatforge.com/), follow [@shopatforge](https://www.instagram.com/shopatforge/) on Instagram or find them on [Facebook.com/shopatforge](https://www.facebook.com/shopatforge).

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