FOR IMMEDIATE RELEASE

First Street Napa Welcomes BACI: A Thoughtfully Curated Home & Design Studio "For the Sentimentalist"

NAPA, Calif. — First Street Napa is pleased to announce the opening of BACI (BAH-chee), a new homeware and design studio bringing timeless design, meaningful objects, and elevated living to the heart of downtown Napa.

Rooted in the belief that a home should tell a story, BACI offers a curated collection of home goods, accessories, and design pieces that feel personal, layered, and lived in. From handcrafted ceramics and vintage-inspired textiles to thoughtfully sourced keepsakes, every item is selected with an emphasis on craftsmanship, warmth, and quiet sophistication.

Founded by architect Taylor Silleman, BACI blends her background in architecture, home design, and retail curation, inviting guests to create homes that feel intentional, collected, and deeply personal. Guided by the tagline "for the sentimentalist," the studio celebrates the connection between the spaces we live in and the objects that make them feel like home. Inspired by Napa Valley's appreciation for beauty, craftsmanship, and intentional living, BACI offers an opportunity to bring a piece of that experience home through meaningful objects and lasting keepsakes.

The opening of BACI marks a new chapter in a family retail legacy that has been part of Napa Valley for more than two decades. Taylor grew up alongside Tay & Grace, the beloved boutique founded by her mother, Kris Ruffino, where she developed an early appreciation for thoughtful merchandising, personal style, and the relationships built through small business. While BACI introduces its own vision through homeware and home design, the two stores will operate as sister brands at First Street Napa, offering complementary destinations for customers seeking inspiration for both themselves and their homes.

The opening of BACI further expands First Street Napa's collection of locally rooted lifestyle brands, offering a welcoming destination for those seeking beautiful design, meaningful living, and inspiration for the home. Whether discovering a meaningful keepsake from a Napa Valley visit or finding an everyday object that brings beauty to daily life, BACI inspires homes filled with character, story, and intention.

"Taylor has created a concept that feels incredibly authentic to Napa — thoughtful, elevated, and welcoming," said Kevin Steele, Strategic Growth Advisor for First Street Napa "BACI adds a beautiful new dimension to First Street and further strengthens the district as a place people come to discover unique brands, inspired design, and memorable experiences."

BACI is expected to open in late July in Suite 221.

About First Street Napa

First Street Napa is a premium lifestyle destination in the heart of downtown Napa, offering a curated mix of retail, dining, wine tasting, wellness, and community experiences. Designed as a gathering place for locals and visitors alike, First Street Napa brings together thoughtfully selected brands and elevated experiences that reflect the spirit and sophistication of Napa Valley.

For more information, visit First Street Napa.

About BACI

At BACI, we believe your home — and the way you live — tells a story. Rooted in Napa Valley, BACI curates beautifully crafted home goods and accessories that embody warmth, ease, and quiet sophistication. From handcrafted ceramics and vintage-inspired textiles to thoughtfully designed keepsakes, each piece is selected for its character and craftsmanship, meant to be lived with and loved over time.

In addition to its retail offerings, BACI provides home design services, collaborating with clients to create layered, balanced environments that reflect their stories, tastes, and lifestyles.

For more information, follow BACI on Instagram.