

## PROFILE

# Posh Pioneers

THE FAMILY TRIO BEHIND PIONEER LINENS LOOKS BACK ON ITS 110-YEAR HISTORY AND WHAT THE FUTURE HOLDS

By Judy Alexandra DiEdwardo

Behind the neatly stacked collection of Frette linen bedding and rows of Italian cotton towels is a century-old formula for success.

“Sell the best products and take good care of your customers,” says Penny Murphy, the third-generation president of Pioneer Linens. Her grandfather, Max Greenberg, founded the then hardware store in 1912, equipping South Florida settlers with everything from chicken wire to gas lamps.

As more affluent locales such as Palm Beach boomed and needs changed, so did Greenberg’s vision. His son, George, made Pioneer a one-of-a-kind specialty destination for world-class linens, custom bedding, and couture bath accessories, all housed in an 8,000-square-foot showroom on Clematis Street.

“My father and grandfather had tremendous capacity for seeing the future, for understanding people’s needs, and for the hard work, dedication, and discipline required to execute such a specific vision,” says Murphy.

That legacy continues to flourish with the family’s fourth generation. Murphy’s daughters, Marissa Murphy-Adriaanse and Camille Murphy-Kubicek, are bringing twenty-first-century innovation to the Pioneer experience.

“My grandfather was brilliant, the finest teacher you could ask for,” says Murphy-Adriaanse, who oversees the company’s website and social media. “From watching him, I learned the value of relationships and the key to keeping a specialty business like ours successful.”

Pioneer’s ability to change with the times has been a hallmark of its success, one that was tested by the COVID pandemic. During the shutdown in 2020, the Pioneer staff used FaceTime to show-



NICK MELE

case their merchandise to customers. “It has actually been a huge plus for us to reach people who’ve never been to our store,” adds Murphy-Adriaanse.

Two other pillars of success are Pioneer’s massive inventory and complimentary local delivery service.

“It’s not uncommon for us to be asked to outfit an entire house or houses or to pull together a table setting for 20 in an hour,” says Murphy-Kubicek, Pioneer’s lead buyer. “We carry hundreds of brands from all over the world.”

Under her leadership the company

recently launched a private label Signature Collection. “We keep the bar raised high on specialty, one-of-a-kind merchandise,” says Murphy-Kubicek, who curated the home decor line of bath and bedroom basics, decorative rugs, kitchen items, vanity sets, and more.

All three Murphy women are quick to credit their staff as integral to their success. “Our employees work tirelessly to give each client personal, white-glove customer service, which extends to our vendors and local community,” says Murphy-Adriaanse. “It’s the Pioneer legacy.” ◀

**FROM LEFT: CAMILLE MURPHY-KUBICEK, PENNY MURPHY, AND MARISSA MURPHY-ADRIAANSE AT PIONEER LINENS IN WEST PALM BEACH WITH CAMILLE’S DAUGHTERS, ELSIE AND GEORGIA**