

Life in the Country

Upstate of Mind

An NYC couple leaves behind corporate life to launch their own design studio and home goods store in the Catskills.



Each year for the holidays, Anna Aberg and Tom Roberts decorate Homesteadt, their Upstate New York home goods shop, with balsam garlands from a local florist and pine cones from their backyard.

Tom, Anna, and their rescue dog, Biscuit, share a 1970s ranch home on nearby Shandelee Mountain, which the couple renovated with custom-milled bass wood walls, white oak flooring, built-in benches, and wood windows.



It's December in New York's Catskill Mountains, and at his 350-square-foot storefront in the small town of Livingston Manor, co-owner Tom Roberts is chatting with visitors busy browsing shelves of stylish clothing and home goods. "Shopping here is as much a social activity as a commercial one," he says.

The tight-knit community and a chance to build a business drew Tom and his wife, Anna Aberg, to the tiny hamlet in 2017. The couple launched their interior design studio Homesteadt (@homesteadt) with the creation of Livingston Manor Fly Fishing Club, a clubhouse retreat nestled along the banks of Willowemoc Creek that soon garnered a devoted following for its artfully worn interiors. (They sold the property earlier this year.)

Anna and Tom have since opened the doors to eight additional rental properties around town, and when guests couldn't stop clamoring to purchase the candles, tea towels, and other amenities outfitting the cozy spaces, they decided a retail arm of the business was in order. They opened the brick and mortar that bears the same name as their design company—Homesteadt is a twist on "homestead" that nods to Anna's Swedish roots—in 2019.

When they're not in the shop or designing new projects, the couple passes time savoring the woody surrounds. "We'll spend the day skiing, then have hot chocolates," says Anna. "This time of year really is a winter wonderland, and we're always sure to make the most of it."



ABOVE: Part of the proceeds from the store's Catskill Mountainkeeper Collection, which includes wool caps and organic cotton sweatshirts, benefits the organization of the same name, which protects the region's wild lands. Shop the inventory online at homesteadt.com.



BELOW: Homesteadt's rental lodgings include the renovated Mill Houses that sleep up to six guests and are located a short stroll from Livingston Manor's lively Main Street.

SHELF DETAIL (OPPOSITE PAGE), ZACHARY SMITH.

Homesteadt's holiday offerings include vintage snowshoes sourced in Maine and custom candles poured into whiskey tumblers. Here, former shop manager Emmie Campbell commands the floor from the 1940s post office clerk's booth Tom and Anna came across in a nearby barn and built into the space.

