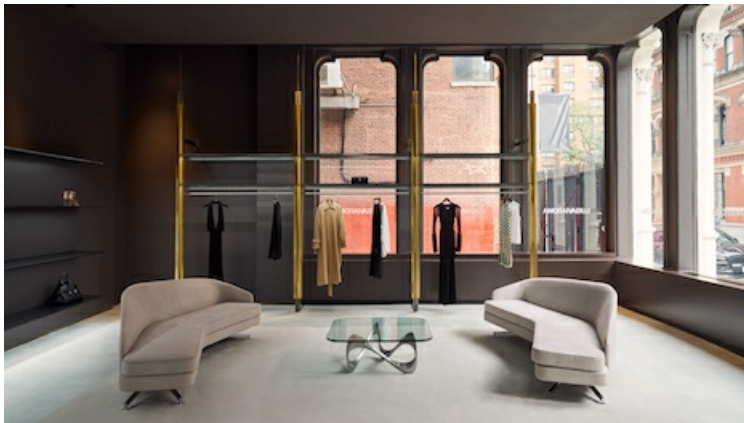


RETAIL

# LuisaViaRoma opens first international flagship

July 24, 2024



*LuisaViaRoma's first New York City flagship opened on July 22. Image courtesy of LuisaViaRoma/Douglas Lyle Thompson*

---

By AMIRAH KEATON

Italian concept store LuisaViaRoma is updating its retail footprint.

It opens a new bricks-and-mortar location this week in downtown Manhattan. The two-story New York City flagship, which stocks men's and women's ready-to-wear, is part of a global expansion strategy focused on improving LuisaViaRoma's omnichannel experience.

"We are excited to debut LuisaViaRoma's first U.S. store at 1 Bond St., NYC," said Tommaso Andorlini, CEO of [LuisaViaRoma](#), in a statement.

"This new multibrand flagship services our global clientele with a high-touch, in-person shopping experience," Mr. Andorlini said. "While our digital platform continues to deliver best in class, around-the-clock service, LuisaViaRoma New York sets the new standard for modern luxury retail in the city with its product offering and physical experience."

## Debuting in the Americas

Stationed between Broadway and Lafayette Street, the 11,366-square-foot flagship houses collections from the likes of Chlo, Maison Margiela, Jil Sander and Lanvin.

The assortment is enhanced by the presence of local designers, including Gabriela Hearst, Proenza Schouler, Helmut Lang and others.



*LuisaViaRoma New York stocks men's and women's ready-to-wear. Image courtesy of LuisaViaRoma/Douglas Lyle Thompson*

Vintage furnishings with custom pieces adorn the space, while an on-site personal shopping space features a dedicated VIP entrance, lending access to exclusive benefits, concierge styling services and curated product categories.

It is one of many in-store staples that LuisaViaRoma hopes will attract the "Iconoclast Woman," a term the company coined to describe the consumer it aims to attract, naming culture, business, entertainment and philanthropy opinion leaders in particular.



*The location is stationed between Broadway and Lafayette Street in NoHo. Image courtesy of LuisaViaRoma/Douglas Lyle Thompson*

Established to merge the immediacy of its web and app-based digital services with "best-in-class physical locations where luxury goods can be touched and tried on," per a launch statement, the team is celebrating its arrival to the Americas as it makes good on a larger growth plan.



*LuisaViaRoma grows its retail footprint worldwide, debuting internationally this week. Image courtesy of LuisaViaRoma/Douglas Lyle Thompson*

LuisaViaRoma now has four total offline sales touchpoints: one in NoHo and two in Florence, Italy, plus a private suite in Milan

used for hosting top clients.

Pending its success, the high-end retailer’s business approach could act as an industrywide blueprint, considering many of its peer luxury ecommerce players have faced trouble in the last year ([see story](#)).

---

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.