

IN-STORE

## Holland & Holland reenters US market with New York Gun Room retail space

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*Holland & Holland's autumn/winter 2014 collection*

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By JEN KING

British gunsmith and lifestyle brand Holland & Holland is increasing its retail presence in the United States with a new space in New York.

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**Luxury Daily**

Found in Holland & Holland's New York Gun Room, the space will offer consumers the brand's full range of merchandise, from apparel from its latest collection to shooting accessories. The opening marks Holland & Holland's first retail space in New York since its storefront on East 57th Street closed a decade ago.

"Since closing our East 57th street store in 2003 we found a growing demand for our clothing and accessories, this then led to the launch of our on-line store," said Guy Davies, executive sales director at [Holland & Holland](#), London.

"We feel that there is not a great selection of the clothing and accessories that Holland & Holland manufactures available in the U.S.," he said.

"Our New York retail space is modeled on our London store. We have a room that displays a range of guns and rifles that company has manufactured dating from the 1860s - 1950s. There are also hand written books dating from 1906 - 1920 that were used for the

purpose of recording gun specifications."

New place

Holland & Holland's new retail space is within its New York Gun Room, an in-building suite on East 40th Street near the New York Public Library. While at the space, consumers can browse and try on Holland & Holland clothing and accessories.

The intimate boutique space will offer the one-on-one attention that Holland & Holland consumers have come to expect from the brand. While at the boutique, consumers can also schedule an appointment for Holland & Holland's bespoke tailoring services.



*Holland & Holland's New York Gun Room and retail space*

Recently, there has been an upswing in brands and retailers that offer bespoke tailoring services. The amount of participating labels underscores the importance of this service for brands that fall within the luxury umbrella.

In addition to browsing Holland & Holland's selection of handcrafted firearms, consumers can experience the brand's apparel collection firsthand. Holland & Holland prides itself on its combination of traditional and modern apparel for both discerning female and male consumers.



## *Fashions from Holland & Holland's autumn/winter 2014 collection*

Holland & Holland specializes in technically-advanced outdoor sporting attire that celebrates British elegance, style and quirkiness, according to the brand. To do so, Holland & Holland's apparel collections are made from top British fabrics and materials to ensure quality.

The brand's current autumn/winter 2014-2015 collection will be on display at the New York Gun Room's retail space and includes women and men's ready-to-wear and a wide selection of gifts and accessories.

Holland & Holland's ready-to-wear collection includes field coats, shooting jackets and vests, cashmere sweaters, various styles of pants and dress shirts. The accessories and gifts for the autumn/winter 2014 collection include ties, socks, scarves and hats, leather jewelry and cufflinks, a flask and a wooden walking stick.



### *Holland & Holland's Hare Walking Stick for autumn/winter 2014*

The hare is a theme found across the pieces, with the animal being used front shirt patterns, on ties, scarves and the flask as well as, most predominately, Holland & Holland's hare walking stick.

Game shooting enthusiasts who do not live in the close proximity to Holland & Holland's New York Gun Room can purchase items from the collection via the brand's ecommerce Web site ([see story](#)).

### Expansion plans

A brand that has a foothold in a specific market, such as Holland & Holland has with firearms and shooting accessories, can introduce its other ranges to consumers through a retail space that touts its overall lifestyle rather than a single product line.

For example, French footwear maker Berluti continued its move toward a full-service lifestyle brand with the opening of a new boutique on New York's Madison Avenue.

Berluti's bricks-and-mortar location opened Feb. 6 only blocks away from its prior

location on the high-end retail stretch. The move will help the brand house a wider range of products, including apparel and accessories with bespoke options available, to highlight its shift toward lifestyle ([see story](#)).

If the retail space within the New York Gun Room is a success, Holland & Holland may benefit further by reopening a street-level storefront.

"We currently have no plans to re-locate to a storefront in New York, but we would not rule it out as a possibility for the future," Mr. Davies said.

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

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