

IN-STORE

Karl Lagerfeld gains access to UAE consumers via Galeries Lafayette

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Karl Lagerfeld's new publication

By STAFF REPORTS

Karl Lagerfeld is making its first retail appearance in the United Arab Emirates with a space in the Dubai location of Galeries Lafayette.

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The dedicated corner in the store will carry the brand's latest accessories collection that includes bags, watches, jewelry and eyewear. As Karl Lagerfeld continues to flesh out his eponymous label, gaining traction in key markets will give the brand global recognition.

Stepping up

Galeries Lafayette in Dubai is 215,000-square feet and three stories, located within the Dubai Mall, which is essentially a shopping mecca, boasting more than 1,200 stores.



Galeries Lafayette in Dubai

The Karl Lagerfeld corner will include black and white décor to exude the designer's modern, sophisticated style.



Karl Lagerfeld at Galeries Lafayette Dubai

Thanks to China's luxury consumption boom and other emerging BRIC markets, fashion marketers are thinking globally in their retail strategy and tapping new markets. One area of the world that should not be ignored this year is the United Arab Emirates, which boasts prosperous cities and young, wealthy shoppers ([see story](#)).

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