

IN-STORE

David Yurman extends reach in New York with SoHo boutique

November 26, 2014



David Yurman SoHo

By STAFF REPORTS

U.S. jewelry brand David Yurman is expanding in its home city with a new boutique opening in SoHo.

Sign up now

Luxury Daily

The new retail location will be the brand's second location in New York. The hometown expansion will likely gain attention from brand enthusiasts and drive traffic in-store this holiday season.

Bringing it home

David Yurman's store will be a 2,000-square foot space in the cast-iron district of the neighborhood. The late 19th-century building is known for the Richard Haas trompe l'oeil mural.

In a branded statement David Yurman said, "I cut my teeth as a sculptor and an artist in this neighborhood – it truly is home for Sybil and me. What was the epicenter of gallery culture in New York has since evolved into a vibrant, international destination. We're thrilled to be a part of this community's past, present and future."



David Yurman in SoHo

The boutique will carry the brand's classic collections, timepieces, high-jewelry, and The Wedding collection. Also, a selection of pieces will be created exclusively for the SoHo boutique.

SoHo has recently seen several store openings.

For instance, French atelier Christian Dior opened a new boutique in SoHo.

The shop matched the vibe of the area with clean lines and open space, modeled after SoHo lofts. By placing itself in a central hub of New York's fashion, Dior is likely looking for fashion-minded consumers to walk in and see the house's new collections ([see story](#)).

© Napean LLC. All rights reserved.

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