

IN-STORE

Lane Crawford updates flagship location with new retail concepts

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Lane Crawford's flagship location at ifc mall in Hong Kong

By KAYSORIN

Chinese department store chain Lane Crawford is updating the retail experience with an expansive new flagship concept at IFC mall in Hong Kong.

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The renovated space will include a variety of new services, including exclusive capsule collections, made-to-order women's wear, a private suite for personal shopping and an expanded jewelry salon. It is important for retailers to stay up-to-date on the latest trends in the industry to provide consumers with the best luxury experience.

“With unique access and insight into the world of leading designers and style influencers, the Lane Crawford experience at the next-generation flagship store is an elevated encounter of personal discovery and inspired creativity,” said Ms. Joanna Gunn, chief brand officer, **Lane Crawford**, Hong Kong. “Meet fashion’s most revered designers at exclusive private events and trunk shows; indulge in canapés from Angelina Paris, Champagne and fine wines while enjoying complimentary personal styling services.”

New and improved

Lane Crawford's redesigned space is intended to incorporate the latest in retail trends

and technology. The 6,000-square-foot space will be divided into four rooms to showcase the finest fashion and jewelry.



Lane Crawford's flagship location at IFC mall in Hong Kong

Located in the International Finance Center mall in Hong Kong, Lane Crawford will be ideally positioned to service affluent consumers.

"The IFC mall is one of Hong Kong's luxury outlets, and Lane Crawford has been in the IFC mall since 2004," said Gustavo Gomez, director of research and methodology at [Envirosell](#), New York. "Launching the new flagship there makes perfect sense.

"At IFC, Lane Crawford is accompanied by many of the world's top luxury brands," he said. "With the new flagship, Lane Crawford is positioning the retailer as a truly luxurious experience even among luxury retailers."



The design is sleek and modern

The interior of the space uses leather, oak, glass and copper for a modern and fresh approach. The sleek space puts the focus on the products that will be displayed.

Each of the four rooms will regularly host different designers or curated collections. For the opening of the store, Lane Crawford chose to work with The Row designers Mary-Kate and Ashley Olsen, Azzedine Alaïa and other luxury brands such as Buccellati and Alexander McQueen.



Room curated by Mary-Kate and Ashley Olsen for The Row

Two rooms were dedicated to The Row and curated by the Olsen twins themselves. The selection featured apparel from the fall/winter 2015 collection and art, shoes and jewelry that inspired the Olsens.

“Showcasing the customized capsule collections in four distinctive rooms creates an even greater sense of exclusivity for luxury shoppers,” said Ken Morris, principal at [Boston Retail Partners](#), Boston. “The capsule collection approach enables retailers to cross-sell and up-sell across designers, departments and product types with a common theme.”

Another room was dedicated to Azzedine Alaïa to highlight the brand’s first fragrance offering, Alaïa Paris ([see story](#)). The room also featured crafted leather and unique apparel from the designer.



Rooms will feature individual designers or curated selections

Lane Crawford will offer numerous events throughout the year. For example, consumers can visit the extensive jewelry salon and meet with jewelry designers who will be speaking there.

The new location also features a Platinum Suite where consumers can relax and enjoy Champagne, fine wine and canapés while taking advantage of the personal shopping.

“Shoppers’ private interactions with Lane Crawford’s Personal Styling team and concierge

services, as they curate distinctive designs, will create greater customer intimacy,” Mr. Morris said. “With bespoke designs created just for their unique individual style and size, shoppers will feel more connected to the Lane Crawford brand.”



The Platinum Suite will offer consumers a place to relax

Retail renovation

Lane Crawford’s new renovation will help the brand keep up with competitors in the fast-changing market.

The luxury retail environment is undergoing critical changes, making it is essential for retailers to focus their attention on enhancing the in-store experience, according to a report by Unity Marketing.

Affluent consumers increasingly prefer to shop online, and for traditional retailers to compete they will need to offer more specialized and personalized retail experiences. Furthermore, as affluents have been shown to have less interest in the accumulation of possessions, it is important for retailers to make stores more experiential and craft a rewarding experience for consumers ([see story](#)).

Despite these changes, it is still important to focus on the consumer. While retail has evolved with additional sales channels, the black book of client information has remained largely unchanged, according to an executive from Boston Retail Partners at the Luxury Insights Summit 2015 April 29.

Providing a high-quality shopping experience requires knowledge of a consumer’s wants and needs, which can be aided and supported by technology. Centralizing consumer information and implementing systems that can recognize them across channels makes for a more consistent, agile purchase journey ([see story](#)).

The retailer’s renovated flagship location at the IFC mall incorporates many of these new concepts in exciting ways.

“Lane Crawford is going beyond what we think a department store should be,” Envirosell’s Mr. Gomez said. “They are creating a highly curated shopping experience that

is beyond the traditional department store experience, even for luxury department stores.

"Lane Crawford is trying to break away from the luxury department store pack and create a new tier," he said.

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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