

IN-STORE

## Goyard strengthens Neiman Marcus partnership via permanent shop

August 3, 2015



*Goyard's permanent Beverly Hills Neiman Marcus shop*

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By STAFF REPORTS

Paris-based leather goods maker Goyard is cementing its relationship with Beverly Hills, CA with its first permanent shop within a shop found in the city.

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Since 2014, Goyard leather goods have been available at the Beverly Hills Neiman Marcus on Wilshire Boulevard. Now, the brand has developed a new space within the department store to capture its aesthetic in a deeper way.

### City of Angels

Goyard is adamant about regarding its products never being sold through a branded ecommerce site. Instead the brand operates a small, but growing, number of boutiques that highlight its products' quality and craftsmanship in an intimate setting.

For the permanent space within the Beverly Hills Neiman Marcus, Goyard sought inspiration from its historic flagship on Paris' rue Saint-Honoré. The boutique showcases Goyard's Parisian heritage through custom mahogany cabinetry, French antique wall vitrines and curved glass accents and an oak parquet floor in the brand's signature chevron pattern.

On display is J. Wanamaker's, the founder of the first United States department store in Philadelphia, personalized trunk from the Goyard Heritage collection. Mr. Wanamaker was fond of the brand and offered Goyard products at his Wanamaker department stores in Philadelphia and New York in the early 20th century.



*Goyard display for J. Wanamaker's trunk*

At the shop, consumers can browse Goyard trunks, handbags and small leather goods for men and women in the Goyardine chevron pattern, full leather or exotic skins. Goyard's hand-painted personalization is also available.

Goyard's relationship with Neiman Marcus also extends to the Midwest.

Recently, Goyard expanded its presence in the U.S. with the opening of its first Midwest location.

The new section at Neiman Marcus in Chicago will allow the brand to expand its presence westward and reach the affluent consumers of Michigan Avenue. Looking to new locations, especially within department stores, allows brands find their target

consumer ([see story](#)).

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