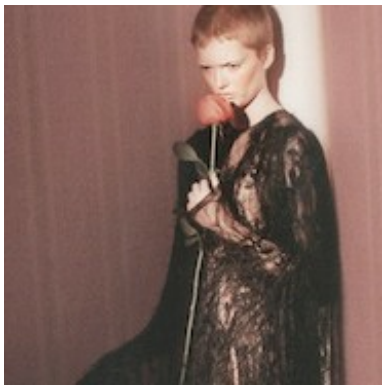


IN-STORE

Alexander McQueen opens first Parisian boutique

September 14, 2015



Alexander McQueen fall/winter 2016 campaign image

By STAFF REPORTS

British fashion label Alexander McQueen has opened its first store in Paris, giving the brand a space to directly connect with consumers in the French capital.

[Sign up now](#)

Luxury Daily

McQueen has been showing its runway collections in Paris for years, and counts the city as one of its top markets, but until now, its retail footprint has been limited to wholesale placements in Galeries Lafayette, Printemps and Le Bon Marché, according to [WWD](#). Owning the experience that consumers have while shopping enables a brand to elevate interaction and service.

Another opening

Officially opened Sept. 12, the Paris store is the largest in McQueen's network of boutiques, at 5,300 square feet. It will carry women, men, accessories collections and "iconic pieces."

The space on rue Saint-Honoré reveals a new retail concept conceived by creative director Sarah Burton along with David Collins Studio. Ms. Burton wanted the store to feel intimate, much like a grand French home, with seating areas where customers can relax.

The designer and her team created an exclusive wallpaper for the eveningwear salon.

In addition to reaching locals, this boutique is anticipated to generate sales from tourists, particularly the Chinese, who are the largest client nationality for the brand.



Inside of McQueen store in Paris

McQueen has been adding about five to 10 stores per year.

This new store's neighbors include Mandarin Oriental, Longchamp, Chanel, Goyard and the reopening Ritz Paris.

In August, Hôtel Ritz Paris announced that it is once again accepting reservations after a nearly three-year hiatus.

Since 2012, the property has been undergoing extensive renovations, but now complete, the Hôtel Ritz Paris is "freshly restored." To encourage bookings after much time has passed, the hotel has developed a social campaign highlighting the property's "unique atmosphere and the inimitable French art de vivre" ([see story](#)).

© Napean LLC. All rights reserved.

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