

IN-STORE

Dior recognizes menswear interest with dedicated flagship

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Dior Homme flagship in Paris

By STAFF REPORTS

French fashion house Dior is concentrating its attention on menswear through the opening of a dedicated boutique in Paris.

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The storefront located on 24 rue Francois 1er will carry a full range of men's fashions designed by Dior Homme creative director Kris Van Assche. By opening a boutique dedicated solely to menswear, Dior is capitalizing on the growing interest affluent male consumers have in style and fashions.

A home for hommes

Open as of Oct. 2, the shop is found in Paris' prestigious Golden Triangle district and will stock a full range of men's products by Dior.

The Dior Homme flagship is spread over two floors and is decorated with mixture of hints of Dior grey, black leather, wood and stainless steel. The color palette of the store's decor echoes the spirit of Mr. Van Assche's menswear collections.

Merchandise available includes chic looks and less formal pieces from Dior Homme ready-to-wear as well as accessories and footwear.

To enhance the in-store experience, Dior Hommes' newly opened flagship will also house a Dior Tailleur atelier. Here, male consumers can have one-on-one appointments with Dior tailors for personalized services including special orders and a demi-mesure, a semi-bespoke option.



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Now is a prime time to concentrate on menswear. The menswear market is expected to top \$450 million by the end of this year, according to a new study prepared by men's lifestyle magazine Details.

While the menswear market as a whole is on pace to top \$450 million in 2015, the United States' online menswear sales have grown especially well. For 2015, men's clothing sales via ecommerce have grown at an annual rate of 17.3 percent since 2009 ([see story](#)).

Menswear aside, there has also been a rise in dedicated boutiques that serve a niche consumer.

For instance, department store chain Saks Fifth Avenue is increasing its established footprint in Greenwich, CT, with the opening of a standalone boutique.

The 21,000-square-foot store will be the third Saks location in the Connecticut town, known for its wealthy residents and affluent lifestyle, and will be dedicated to jewelry and women's contemporary ready-to-wear apparel. Although Saks operates a full department store in downtown Greenwich, having a secondary outpost targeting a specific niche may be a welcome addition to consumers shopping the area's retail landscape ([see story](#)).

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