

IN-STORE

## Furla takes on Fifth Avenue in retail expansion plan

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*Handbag display at Furla's Fifth Avenue flagship*

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By STAFF REPORTS

Italian leather goods brand Furla is upping its global retail strategy with the opening of a Fifth Avenue flagship in New York.

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Furla's retail expansion has seen boutique openings in growing markets such as Japan, Spain and in the United States, after which the brand has seen a spike in sales worldwide and a rise in consumer awareness for its goods. The New York flagship, located on the corner of 51st Street and Fifth Avenue, will serve as Furla's cornerstone location as it repositions itself in the U.S. market.

### Furla on Fifth

The interior of Furla's boutique is intrinsic to the brand's Italian DNA and the architecture of its 18th-century restored villa in Bologna, Italy. The New York space includes bright floors, architraves of the doors and walls and ceilings that serve as frames fitted with Furla's four pillars of quality, creatively, joyfulness and contemporary Italian lifestyle.

In a statement, CEO of Furla Eraldo Poletto said, "Furla was waiting for the right place and time to expand further into the U.S. market. We find that now is the right time, with this great location on Fifth Avenue.

"Fifth Avenue is renowned in New York City as one of the most prestigious shopping districts in America – and in the world," he said. "We felt it was important to ground the Furla brand with a beautiful flagship in this prime location in order to maximize the brand's footprint in the U.S. market. We saw this opportunity on Fifth Avenue as the key to breaking into the U.S. market in a way we have never done before."



*Interior of Furla's Fifth Avenue flagship*

In addition to the store opening, Furla has launched a limited-edition "Fifth Avenue" collection of handbags, small leather goods and accessories with New York-inspired details such as abstract skylines, graffiti leathers and cartoon apples.

For consumers visiting New York from abroad, especially Chinese consumers, stocking merchandise that is unique to a location may be appreciated and bought as a spur of the moment souvenir from their time traveling in addition to planned purchases made in-store ([see story](#)).

Furla has also tapped photographer Mario Testino for a third season. The spring/summer 2016 campaign captures Furla's colorful, upbeat and contagious Italian lifestyle.

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