

IN-STORE

Christian Louboutin doubles Madison Avenue boutique size

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Christian Louboutin's Rouge Louboutin lipsticks

By STAFF REPORTS

French footwear brand Christian Louboutin has expanded its Madison Avenue boutique to accommodate its growing product selection.

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Christian Louboutin has operated its Madison Avenue boutique for a number of years, but has outgrown the 4,400-square-foot space, prompting renovations that will almost double its size. Found at 965-967 Madison Avenue the updated space includes two distinct areas that invites men and women to explore Christian Louboutin's collections.

Bigger shoes to fill

The expanded boutique carries Christian Louboutin shoes for men and women, handbags and small leather goods. The store also carries the brand's latest venture, Christian Louboutin Beaut, which includes a range of stiletto-shaped nail polishes ([see story](#)) and jewelry-themed lipsticks ([see story](#)).

Christian Louboutin worked with New York-based firm 212box Architecture to create the boutique's interior and building facade to reflect the brand's aesthetic. The facade boasts laser-cut metal screens with wave-like patterns that vary depending on the perspective and speed of the passerby, "mirroring the dynamism of New York and the Christian Louboutin woman."



Christian Louboutin's Madison Avenue boutique, photo by Nick Rochowski

Inside, the left side of the store houses Christian Louboutin's women's collections and features red carpets and arched niches while its shoes are presented as if they were jewelry. The women's section also include a glass leather goods display case positioned next to a "Loubiville," a cityscape structure showcasing the brand's nail lacquers, and handbags are shown on two curved walls fitted with leather tiles inspired by the organic architecture

of Frank Lloyd Wright.

The men's section is connected by a corridor with a vintage metal gate that was found by the brand's namesake founder during his travels. The walls are outfitted with leather with an embroidered diamond shape linking merchandise to decor for a consistent brand experience.



Women's section of Christian Louboutin's Madison Avenue boutique, photo by Nick Rochowski

Christian Louboutin's renovated boutique will carry seasonal collections in addition to a small edit of exclusive products. For example, the store will have spring/summer 2016 exclusives such as the Indiboot peep-toe bootie in black leather and the Lady Peep platform in python.

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