

IN-STORE

Versace confident in Japan's growing role in luxury retail market

December 1, 2015



Versace's Ginza, Tokyo boutique

By STAFF REPORTS

Italian fashion label Versace has returned to Japan after departing the market in 2009.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

When Versace had a retail presence in Japan, the label operated 4 boutiques in total, and now as its re-entrance process has begun, the brand has opened 3 storefronts. The three stores capture different facets of the brand, with Versus Versace opening in April, Versace Home in July and a mainline flagship that has just opened.

(Re)turning Japanese

Shared via social media, the new Versace flagship store, located in the Ginza neighborhood of Tokyo, blends "Italian architectural values with the energy of contemporary Versace."

The Ginza boutique encompasses three floors, or about 4,630-square feet, where Versace will sell clothing and accessories for men and women. Details of the shop include a Byzantine marble mosaic floor, curved perspex shelving and partitions for a modern look, brass accents and a staircase with matte and gloss gold-colored walls.

While in conversation with **Women's Wear Daily**, Gian Giacomo Ferraris, CEO of Versace, explained its retail strategy for Japan, saying, "Even if it's true that we have had Versace Japan since three years ago, in reality it was a dormant presence just to control the media and to create the warm-up in terms of organization..and to taste the market and so on. But in reality, the re-entering came when we opened Versus Versace in Aoyama."



Accessories display at Versace's store in Ginza, Tokyo

In coming years, Versace plans to expand its retail footprint beyond these three outposts, but will maintain its focus on the brand's mainline. Mr. Ferraris told WWD that it is his goal to grow Versace into a \$1 billion company in the next three to five years, with Japan accounting for 20 to 30 percent of the label's total revenue.

Elsewhere in luxury, brands have looked to strengthen ties with Japan and its discerning consumer demographic.

For example, Italian menswear brand Ermenegildo Zegna created a "directional and dedicated" capsule collection emphasizing its excellence in style, tailoring and craftsmanship made specifically for Japan.

The capsule, "Made in Japan," was a tie-in meant to celebrate the opening of Zegna's Ginza boutique in Tokyo that occurred in March of this year. Meant to bridge the cultures between the brand and Japan, Zegna and couture head of design Stefano Pilati explored the heritage of Japanese fabric development and the savoir faire of Italian menswear design ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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