

IN-STORE

## Elie Saab to open first London boutique

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*Elie Saab pre-fall 2016 collection, London Calling*

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By STAFF REPORTS

Couturier Elie Saab will open its first London boutique in spring 2016, enabling the brand to reach consumers directly in the important luxury market.

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The store will be located in the Mayfair neighborhood of London, nearby to boutiques for Stella McCartney, Bugatti and Herms as well as the five-star hotel Claridge's. Elie Saab currently has points of sale within Harrods and Selfridges in London, but having a brand boutique will give the house the opportunity to create more of a branded experience around the purchase process.

### London calling

This new four-story boutique at 24 Bruton St. will hold the brand's third haute couture salon, following Paris and Beirut. Ready-to-wear, accessories and fragrances will also be sold.



*Rendering of Elie Saab boutique on Bruton Street*

Founded in 1982, Elie Saab still has a lean retail footprint, which it is bolstering with another key opening.

Couture house Elie Saab is opening its first United States boutique on New York's Madison Avenue.

According to the [New York Post](#), the brand has inked a lease for 860 Madison Avenue after searching for real estate on the street for more than a year. While its ready-to-wear designs are carried at New York retailers such as Bergdorf Goodman and Saks Fifth Avenue, having its own branded point-of-sale in the important market will enable Elie Saab to create more of an immersive experience for consumers ([see story](#)).

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