

IN-STORE

Elie Saab to open first London boutique

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Elie Saab pre-fall 2016 collection, London Calling

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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