

IN-STORE

## The Webster sets sights outside Florida with Houston Galleria boutique

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*Laure Heriard Dubreuil, owner of The Webster*

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By STAFF REPORTS

High-end retailer The Webster is expanding beyond its Floridian roots with a new boutique in Houston.

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The Webster operates three boutiques in Florida but has left its home state to open a 5,000-square-foot, freestanding storefront at The Galleria shopping center in Houston. The Webster's new-build store is referred to as the "Jewel Box," as it incorporates design aspects inspired by its Miami and Bal Harbour, FL locations.

### Out of Florida

The Galleria location, the first Webster store outside Florida, features a mint quartzite entry, the retailer's "Webster brown" walls and a blush-colored wool carpet throughout the space. The clothing racks in the shop are custom-made with a combination of Rosso Levanto marble and antique brass.

Overall, The Webster was aiming for the boutique to have "opulent living room-like space or the ultimate walk-in closet" feel. To enhance this feeling, the boutique also incorporated vintage wallpaper and a mix of custom antique furniture, artwork from Houston artist Max Snow and photography by Ellen von Unwerth and Dennis Hopper into its decor.

Offering men's, women's and accessories, affluent consumers in the Houston area will be able to shop Alexander Wang, Chlo, Givenchy, Saint Laurent, Stella McCartney and Valentino collections, among many others.



*The Webster at The Galleria, Houston*

"We are excited to be able to share the unique point of view offered by The Webster where it joins 75 other exclusive to market brands found only at The Galleria," said Vicki Hanor, Simon's managing director of luxury leasing, in a statement. "With its curated array of brands and products, The Webster's cutting-edge fashion aesthetic is sure to appeal to Houston's most discerning shoppers."

The Galleria, Houston is operated by Simon Property Group. Other luxury brands to call The Galleria home include Chanel, Gucci, Bulgari, Versace, David Yurman, Ralph Lauren and Hublot.

Recently, The Galleria underwent a \$30 million renovation to account for its new luxury tenants and affluent consumer behavior.

The renovation, part of a \$250 million transformation of The Galleria's luxury wing, is scheduled to break ground this spring. By investing in its Houston property, Simon will ensure that The Galleria remains the destination of choice for affluent consumers in the area ([see story](#)).

As for The Webster, the retailer operates storefronts in Miami Beach, FL the Shops at Bal Harbour and an outlet in Sawgrass Mills, FL.

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