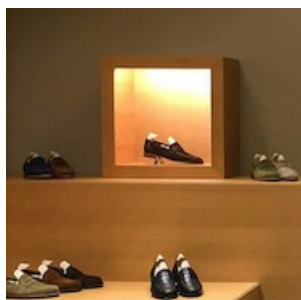


IN-STORE

## John Lobb puts foot down in Miami Design District

January 28, 2016



*John Lobb display in Miami*

By STAFF REPORTS

British footwear maker John Lobb has selected Miami as the new home of its fourth boutique in the United States.

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John Lobb has only a few standalone boutiques in the U.S., with shops on New York's Madison Avenue, the River Oaks Shopping District in Houston, TX and a third location at the South Coast Plaza in Costa Mesa, CA. Miami has become a magnet for luxury brands' boutiques due to the city's connection to the art scene and a jet-set lifestyle.

On the move

For its Miami location, John Lobb choose the city's blossoming Design District to set up shop. Located on NE 39th Street, John Lobb is in good company with brands such as Cartier, Givenchy, Tag Heuer, Bulgari and Versace all found in the same retail complex.

While its retail presence in the U.S. is still small, John Lobb's recent entrance into the Houston market just three months ago may suggest that the brand intends to open additional boutiques in the months to come.

To introduce the Miami Design District shop to its enthusiasts, John Lobb shared a number of images on social media showing off its interior footwear displays and the artistic exterior of the shopping complex's courtyard.



*Displays at John Lobb's Miami boutique*

John Lobb will sell its handcrafted shoes, boots and a range of accessories from its fourth shop.

With two more boutiques added to its retail roster, it is likely that both Miami and Houston will be incorporated into John Lobb's yearly By Request Fair.

Each year, John Lobb dedicates two weeks to its By Request Fair, in which the brand travels to different locations to handcraft footwear for its consumers. As a bespoke cobbler, demonstrations of quality and artisanship can help to justify a price point among consumers who may not yet own a pair of customized shoes ([see story](#)).

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