IN-STORE

Moynat opens first New York boutique

March 25, 2016

Exterior of Moynat boutique on New York's Madison Avenue

By STAFF REPORTS

French leather goods house Moynat has set up its first boutique in New York, the latest in a series of openings as the brand stages its comeback.

For its new home in Manhattan, the brand chose 937 Madison Avenue, placing it nearby to Christian Louboutin, The Carlyle Hotel and Carolina Herrera. As the trunkmaker has no ecommerce presence, having a store in the United States will help the brand reach locals and tourists.

New York, New York

While Moynat's roots can be traced back to 1849, the brand went on hiatus from 1976 until 2010, when LVMH CEO Bernard Arnault bought the rights to the company.

Interior of Moynat's Madison Avenue store

Moynat's first storefront outside of France opened in London in 2014. In the same year, it premiered a boutique in

Hong Kong. Within the past year, Moynat has opened boutiques in Tokyo and Beijing.

While this is the first Moynat boutique in the city, the brand made its United States debut in New York within Dover Street Market in 2014.

Luxury brands, including Bottega Veneta and De Beers, have been moving their storefronts from Fifth Avenue to the tony enclave of Madison Avenue. The street has also been the choice of brands entering New York for the first time.

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).