

APPAREL AND ACCESSORIES

Dior opens Atlanta boutique as city becomes affluence hub

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Dior's Atlanta boutique

By STAFF REPORTS

French couture label Christian Dior is heading south for its first standalone boutique in Atlanta, GA.

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Selling ready-to-wear, accessories and jewelry, Dior's boutique opened on Bolling Way, a popular shopping district among Atlanta's affluent. Dior's boutique is in high-end company with brands such as Tom Ford, Jimmy Choo, La Perla and Hermes also calling the street home.

Southern style

Located at 3070 Bolling Way, Dior is found on the main street within The Shops Buckhead Atlanta, a shopping destination with high-end boutiques and restaurants.

Before opening on Bolling Way, Dior's only presence within the Atlanta market was at Saks Fifth Avenue about a 15-minute drive from its new store.

For its Atlanta shop, Dior drew inspiration from the traditional elegance of its Avenue Montaigne flagship in Paris. The boutique was inspired by Peter Marino, the talent behind many of Dior's storefronts.

Within the boutique, Dior has created three separate salons. Each salon is dedicated to Dior product ranges, with specific rooms being for ready-to-wear, accessories such as handbags and jewelry and footwear.



Dior Atlanta's accessories salon

The first product category consumers come across is Dior's handbags and small leather goods displayed in the first salon. This salon is followed by a dedicated footwear lounge, which flows into Dior's ready-to-wear salon.

Dior designed its Atlanta boutique with exclusive places to create a multi-sensory experience for its consumers.



Dior Atlanta's ready-to-wear salon

The French label's store opening in Atlanta reflects the wealth that has congregated in the city.

A fall 2015 report by Coldwell Banker NRT found that in the United States metropolitan areas such as Seattle, Atlanta, Houston and Dallas, TX are emerging as affluent hubs.

Listings of \$1 million homes skyrocketed in Atlanta to 981, making it the second largest market for such homes behind New York but ahead of Los Angeles, which has also experienced growth ([see story](#)).

Houston has also seen luxury brands choose its city for retail expansion.

Harry Winston, the "King of Diamonds," for example, has recently opened the doors to its first boutique in Houston.

The New York-based jeweler selected Houston's River Oaks District, a high-end outdoor shopping destination. River Oaks District is open daily and includes jewelers such as Cartier, Chopard, Van Cleef & Arpels along with other high-end fashion, beauty and lifestyle brands ([see story](#)).