

APPAREL AND ACCESSORIES

Moynat opens first maison in Asia

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Image courtesy of Moynat

By STAFF REPORTS

French leather goods maker Moynat is expanding its store network with the opening of a boutique in South Korea.

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Opened on Aug. 30 at the Shilla Hotel in Seoul, this marks the first Asian location for Moynat's maison store concept. Since the house was reopened in 2010 under LVMH ownership, the brand has been adding storefronts in key markets ([see story](#)).

Another opening

Part of Leading Hotels of the World, the Shilla Hotel is home to 20 stores including John Lobb and La Perla.



The Shilla Arcade

Moynat celebrated the Seoul opening with two handbag styles available exclusively at the maison.

The Madeleine, which passes through the hands of one artisan, is a structured clutch in Veau Carat leather. A palladium closure mirrors the detailing on the brand's trunks.

An Edmond backpack is also launching exclusively in Seoul for one month. Made of canvas and calf, the backpack is shaped like an egg with a handle crafted of one piece of leather.



The Neiman Marcus Edmond backpack

The style is named for explorers Edmond de Cotteau and Edmond de Montaigne, who both traveled with Moynat trunks.

Moynat has existing maisons in Paris, London and New York ([see story](#)), with galleries in Hong Kong, Beijing, Tokyo, Seoul and Taiwan.

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