

JEWELRY

John Hardy transports New York shoppers to Bali with multi-sensory flagship design

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Image courtesy of John Hardy

By STAFF REPORTS

Jeweler John Hardy has opened its first U.S. flagship store in New York's SoHo neighborhood, taking another step in its transformation into a more omnichannel business.

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The 1,200-square-foot boutique at 118 Prince St. features three levels of retail space, including a floor dedicated to an artisan workshop. This latest opening joins the brand's workshop and showroom in Bali and its boutique in Houston, giving John Hardy another direct-operated point of sale to immerse consumers in its world.

In transition

CEO Robert Hanson, who joined John Hardy in 2014 after exiting teen clothing retailer American Eagle, has been working to evolve John Hardy. The label, founded in 1975 in Bali, has unveiled a new look for its marketing campaigns, hired creative director Hollie Bonneville Barden, expanded its ecommerce operations and has plans for physical boutiques in key international cities.

This New York store, which opened Nov. 25, reflects the brand's efforts to be accessible across multiple channels.

The flagship conceptualized by Design Republic uses the five senses to recreate the brand's Balinese workshop.



John Hardy's New York flagship store

A custom playlist creates a soundscape inspired by the Indonesian island's ambient noises, while lighting changes throughout the day to evoke the natural pattern of the sun. A custom botanical scent developed with niche perfumer Joya transports consumers to the Ubud workshop grounds as one-of-a-kind candles disperse the fragrance.

The store layout places jewelry collections in gallery-like displays on the walls, encouraging exploration of all edges of the boutique, much like the path a visitor would take to navigate Bali.

Paying homage to the brand's namesake founder, who was an environmental sculptor, an installation by artist Made was hand-carved from a teakwood tree.

Store staff also bring to mind the brand's workshop, with associates dressed in robes fashioned by Balinese brand Biasa out of hand-dyed moss crepe and linen.

On the second floor, an artisan workshop will hold master classes, workshops, talks and installations. John Hardy artisans will also work in residence in this space when they are visiting from overseas.

From Dec. 10-23, the first artisan in residence program will allow visitors to view the eight-step jewelry making process in-person.

Italian menswear brand Caruso similarly expanded beyond third party retailers with the opening of its first flagship store in New York.

The 4,500-square-foot space is located on East 58th Street, rather than being situated on Madison or Fifth Avenue. Creating a space for a brand to sell directly helps it establish more of an environment surrounding the shopping experience ([see story](#)).

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