

RETAIL

Brioni relocates New York flagship further up Madison Avenue

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Brioni's new flagship at 688 Madison Avenue

By STAFF REPORTS

Kering-owned menswear brand Brioni is upping its selling space on Madison Avenue with a new flagship.

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Brioni moved from a smaller storefront on 57th Street to a residential building on 62nd Street where it will operate a two-story, 5,974-square foot flagship nearby other high-end brands such as Berluti and Brunello Cucinelli. Luxury brands have strategically opened or reconfigured boutiques on Madison Avenue recently to escape the crowds and sky-high rents of Fifth Avenue.

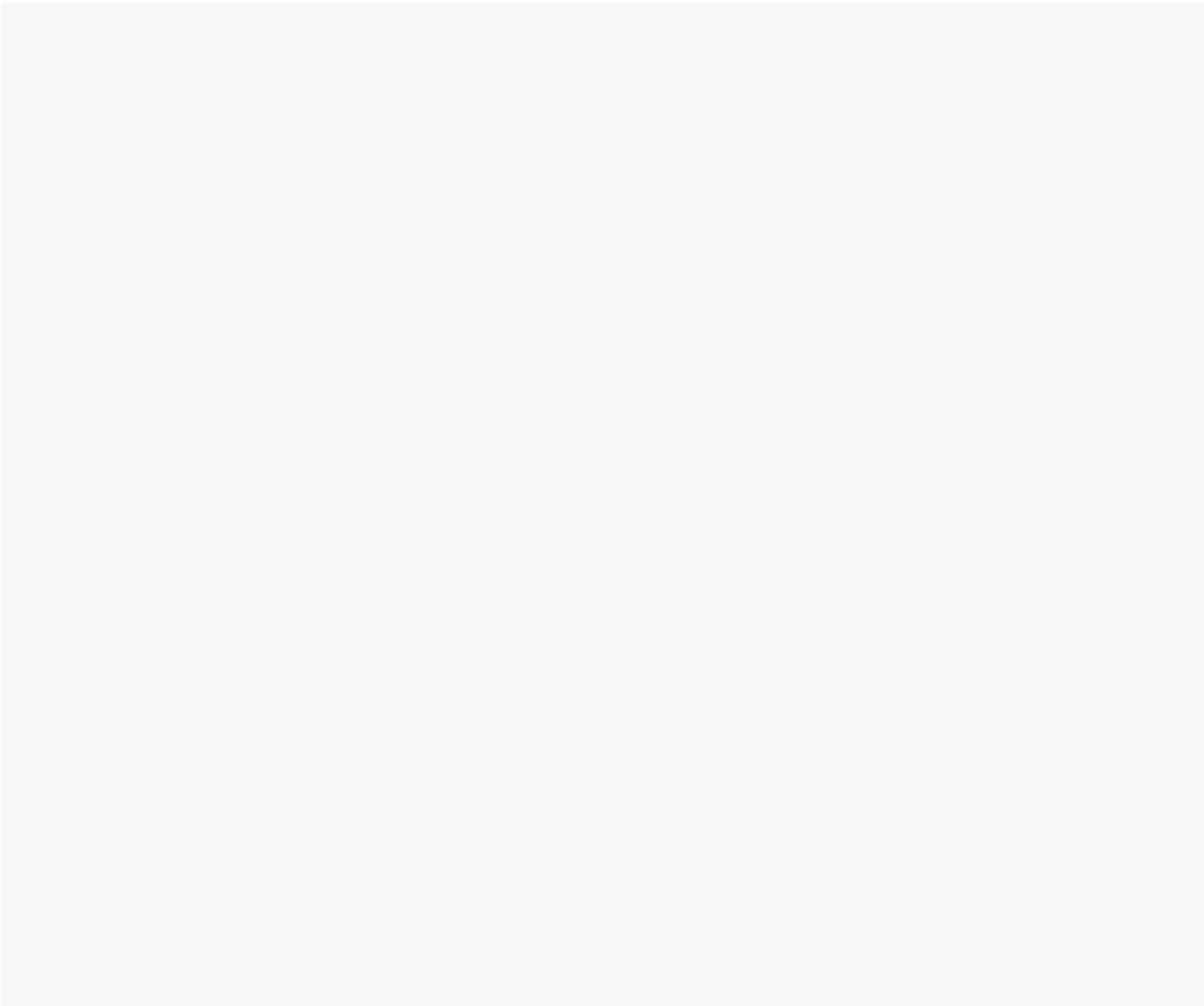
Movin' on up

Brioni unveiled its new boutique through a series of posts shared to its Instagram account. Each post capture a different area of the flagship along with the menswear products Brioni offers.

Found at 688 Madison Avenue, the boutique was designed in collaboration with David Chipperfield Architects Milan.

Brioni and David Chipperfield worked to recreate the "contemporary essence of Rome" into the New York flagship. Brioni's connection to Rome is important to the brand as the Italian capital is where "its roots and its tailoring tradition merges."

The flagship will sell Brioni's full range of offerings including footwear, tailored suits, sunglasses, leather goods and accessories.



#Brioni announces the opening of its New York Flagship Store developed in collaboration with #DavidChipperfield Architects Milan. Situated at 688 Madison Avenue, the store depicts the contemporary essence of Rome where the brand's heritage, its roots and its tailoring tradition merges, showcasing all the elements which compose the Brioni lifestyle

A video posted by Brioni (@brioni_official) on Dec 27, 2016 at 11:09am PST

Brioni had intended to reopen at 62nd Street in October, but construction delayed the debut until December.

The delay aligned with the announcement that creative director Justin O'Shea would be leaving the house after only six months.

The former fashion director of Neiman Marcus-owned retailer MyTheresa came to the brand with no prior design experience. During his short tenure, Mr. O'Shea shook up the 70-year-old brand's image, giving it an edgier, rocker sensibility.

When Mr. O'Shea was hired, the brand admitted it was an unconventional move. With a background in retail, Mr. O'Shea started at Brioni without any design credentials, but with an established voice in the fashion industry

The house still has its sights set on rejuvenation, saying that it will continue what it started at the beginning of 2016 in an effort to become a menswear leader ([see story](#)).