

APPAREL AND ACCESSORIES

Versace ups Hong Kong retail footprint despite market woes

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Versace Hong Kong Central exclusive handbag

By STAFF REPORTS

While many brands are scaling back bricks-and-mortar in Hong Kong, Italian fashion house Versace has opened the doors to a new flagship.

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Located in the Shanghai Commercial Bank Tower, Versace's new flagship occupies approximately 8,000 square feet of selling space for men's and women's ready-to-wear and accessories. Versace's Hong Kong Central boutique joins standalone stores Gateway Arcade, Pacific Place, Sogo Causeway Bay and the MixC Mall.

Hong Kong footprint

The new Versace flagship incorporates traditional Italian architectural values with the modern dynamism and energy the brand is known for. Architectural elements include fior di bosco marble and brass features.

As a "meeting point between the past and future," the flagship also makes use of fior di bosco flooring to create a unique environment, while the boutique's facade is designed with backlit onyx.



Versace flagship in Hong Kong Central's Shanghai Commercial Bank Tower

"I just adore the design concept of our new Hong Kong Versace boutique, which pays tribute to Italy's cultural heritage," said Donatella Versace in a statement. "In fulfilling this project, we have created a space in which the

Versace spirit can take flight.

"For me the boutique suggests an uninterrupted dialogue between our past and our future, between Versace and our clients," she said.



Interior of Versace Hong Kong Central boutique

To welcome the new flagship, Versace has designed a limited-edition mini Palazzo Empire handbag. The special handbag is embellished with silver Swarovski crystals and includes a detachable leather shoulder strap and a palladium Medusa head, the symbol of Versace.

The Palazzo Empire limited-edition includes a metallic tag inscribed with "The Palazzo Empire celebrating Hong Kong" to commemorate the store's opening.

Versace's Hong Kong Central boutique will also stock a limited number of medium and large Palazzo Empire handbags in exotic skins. Available in a wide selection of colors, these handbags will include a removable, interior metallic tag reading, "Versace for Shanghai Commercial Bank Tower, Hong Kong."

The brand has also voiced its confidence in the Japanese luxury market by securing a retail presence.

In December 2015, Versace returned to Japan after departing the market in 2009.

When Versace had a retail presence in Japan, the label operated four boutiques in total, and now as its re-entrance process has begun, the brand has opened three storefronts. The three stores capture different facets of the brand, with Versus Versace opening in April 2015, Versace Home in July 2015 and a mainline flagship that opened in the same year ([see story](#)).