

APPAREL AND ACCESSORIES

Elie Saab opens first US flagship in New York

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Elie Saab New York boutique

By STAFF REPORTS

Lebanese couturier Elie Saab has opened its first New York boutique on the city's Upper East Side.

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Located at 860 Madison Avenue, at the corner of 70th Street, the flagship holds ready-to-wear across two floors. This opening expands the brand's North American footprint, which was previously limited to Mexico.

Market entry

For its New York flagship, Elie Saab again tapped architecture and interior design firm RDAI, which also designed its Paris and London boutiques.

After passing through the remodeled faade, consumers are greeted by a central display table. A circular staircase in marble and brass is one of the elements designed to give the space the feeling of movement.



Inside Elie Saab's Madison Avenue flagship

The walls within the private salon and dressing rooms on the first floor are covered in a greige fabric. Fitting rooms are delineated by mirror panels.

While its ready-to-wear designs are carried at New York retailers such as Bergdorf Goodman and Saks Fifth Avenue, having its own branded point-of-sale in the important market will enable Elie Saab to create more of an immersive experience for consumers ([see story](#)).



Inside Elie Saab's Madison Avenue flagship

Elie Saab also opened a four-story boutique in London last year.

The couture house has a global presence through retail partnerships, but it operates less than a dozen of its own stores. Keeping its couture points of sale limited, the brand's couture selection is only carried in its Paris, London and Beirut flagships.