

RETAIL

Dover Street Market unveils plans for Los Angeles location

July 5, 2017



Exterior of Dover Street Market London

By STAFF REPORTS

Boutique chain Dover Street Market is bringing its conceptual selling format to Los Angeles with a store opening early in 2018.

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Established by Comme des Garons designer Rei Kawakubo and her husband Adrian Joffe in London little over a decade ago, Dover Street Market blends luxury and contemporary labels under the same roof in a creative space. This upcoming location, slated to open next March, joins the existing stores in London, New York and Tokyo.

West coast bound

Dover Street Market sells both Comme des Garons merchandise and fashions from other brands.

For instance, as of press time, the London location was retailing Balenciaga, Cline and Loewe alongside activewear labels such as Adidas and New Balance.

Dover Street Market allows brands to truly transform their retail space, with everything from fixtures to dcor reflecting the feeling of a particular collection.

For instance, Gucci took over the Tokyo location's elephant room, covering the space with its floral prints ([see story](#)). The retailer has also housed combination retail-branding spaces for Brioni and Prada ([see story](#)).



Gucci elephant room at Dover Street Market. Image credit: Gucci

According to [Women's Wear Daily](#), Dover Street Market in Los Angeles will be located in the city's downtown arts district. Situated in a warehouse structure, the 10,000-square-foot store

Along with Los Angeles, Dover Street Market relocated its London store to a larger space last year and is expected to open a fourth boutique in Singapore this month.

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