

APPAREL AND ACCESSORIES

Goyard brings Old World charm to Rodeo Drive's glamour

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Decor illustrations of Goyard's new Beverly Hills store. Image credit: Goyard

By STAFF REPORTS

French leather goods maker Goyard will open its first standalone boutique in Beverly Hills, CA on Aug. 18.

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Goyard, which participates in zero ecommerce whatsoever, relies on its growing network of brand storefronts and retail partners to sell its leather goods. Currently, Goyard's only West Coast presence is at department store Neiman Marcus' Beverly Hills location and a standalone boutique in San Francisco.

Charming Beverly Hills

Goyard is generating interest in its Beverly Hills opening on social media by sharing a sneak peek of the boutique, but via decor sketches.

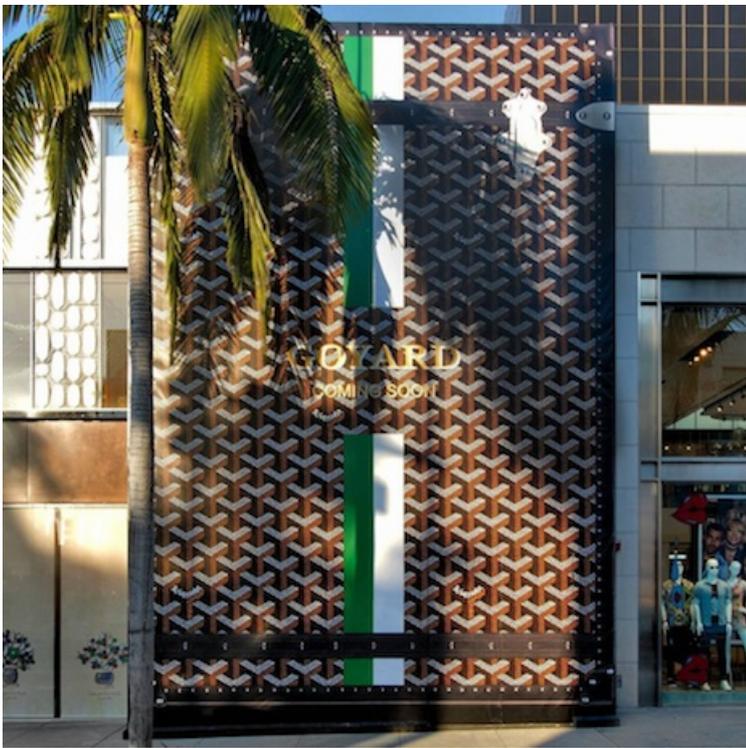
Instead of showing a staged store, Goyard took a more artful approach by showing glimpses of the Beverly Hill boutique's interior and exterior.

In a short eight-second clip, Goyard shows the building's pale yellow facade with white awnings, the register desk, a lounge area and a glass display case with handbags.

Through the decor sketches, consumers who plan to visit the Rodeo Drive store will gain a sense of the boutique's layout and atmosphere.

On Instagram, Goyard described its store concept for Rodeo Drive as being "where Old World charm and Southern Californian glamour will blend seamlessly."

During construction, Goyard wrapped its new Beverly Hills home's facade in a larger-than-life rendition of its steamer trunk to let passersby know of its upcoming opening.



Goyard's Rodeo Drive store while being renovated. Image credit: Goyard

In 2015, Goyard cemented its relationship with Beverly Hills with its first permanent shop within a shop found in the city.

Since 2014, Goyard leather goods have been available at the Beverly Hills Neiman Marcus on Wilshire Boulevard. Goyard had developed the space within Neiman Marcus to capture its aesthetic in a deeper way ([see story](#)).

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