

APPAREL AND ACCESSORIES

Smythson returns home with London flagship move

September 25, 2017



Image from Smythson's "Journey to the Wild Side" campaign. Image credit: Smythson

By STAFF REPORTS

British leather goods house Smythson is making a move back into its own history with the relocation of its Bond Street flagship.

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Smythson will be trading in its current storefront at 40 New Bond Street for the address of its original store 131-132 New Bond Street. As the brand celebrates 130 years in business, returning to its roots will allow it to honor its heritage through bricks-and-mortar.

New home

Smythson's store move will be up from early October. This relocation will put the brand back into the original site of Frank Smythson's first store.

Mr. Smythson opened his store at that location in 1887, selling both stationery and other articles in the shop.

While not a far move, the relocation allows Smythson to tell stories around its history. The brand alerted consumers to the move through a newsletter email, which simply stated, "We're going home."



Illustration from Smythson's email. Image credit: Smythson

Aside from this store move, Smythson also celebrated 130 years of craftsmanship by retracing its history through products.

To celebrate its 130 years in business, Smythson is placing emphasis on the craft involved in the creation of its leather goods and stationery products, as well as how they have been used by notable historical figures. In the luxury sector, savoir-faire drives interest and often justifies pricing as consumers trust the quality of an item ([see story](#)).

Other retailers have chosen historically significant locations for new stores.

For instance, department store chain Barneys New York opened the doors to its new Chelsea location in 2016.

The 55,000-square-foot flagship in downtown Manhattan occupies one block, running along Seventh Avenue between 16th and 17th Streets. A kind of homecoming for the retailer, the store is situated on the same block where Barneys first opened in 1923 ([see story](#)).