

APPAREL AND ACCESSORIES

Dunhill hires to strengthen retail in North America, Middle East

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Dunhill is focusing on experiential retail. Image credit: Dunhill for Port magazine

By STAFF REPORTS

British menswear brand Alfred Dunhill is planning to expand its retail footprint in the North American and Middle Eastern markets.

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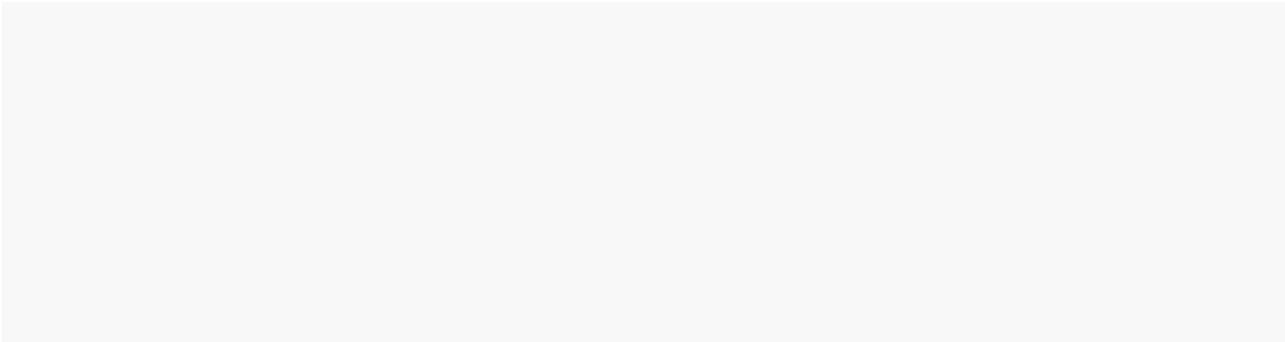
For its strategic market expansion plan, dunhill has announced two new management appointments to oversee the brand's retail execution in North America and the Middle East. Dunhill currently operates more than 90 stores in 16 countries with storefronts in London, New York, Paris, Tokyo, Shanghai and Dubai, United Arab Emirates.

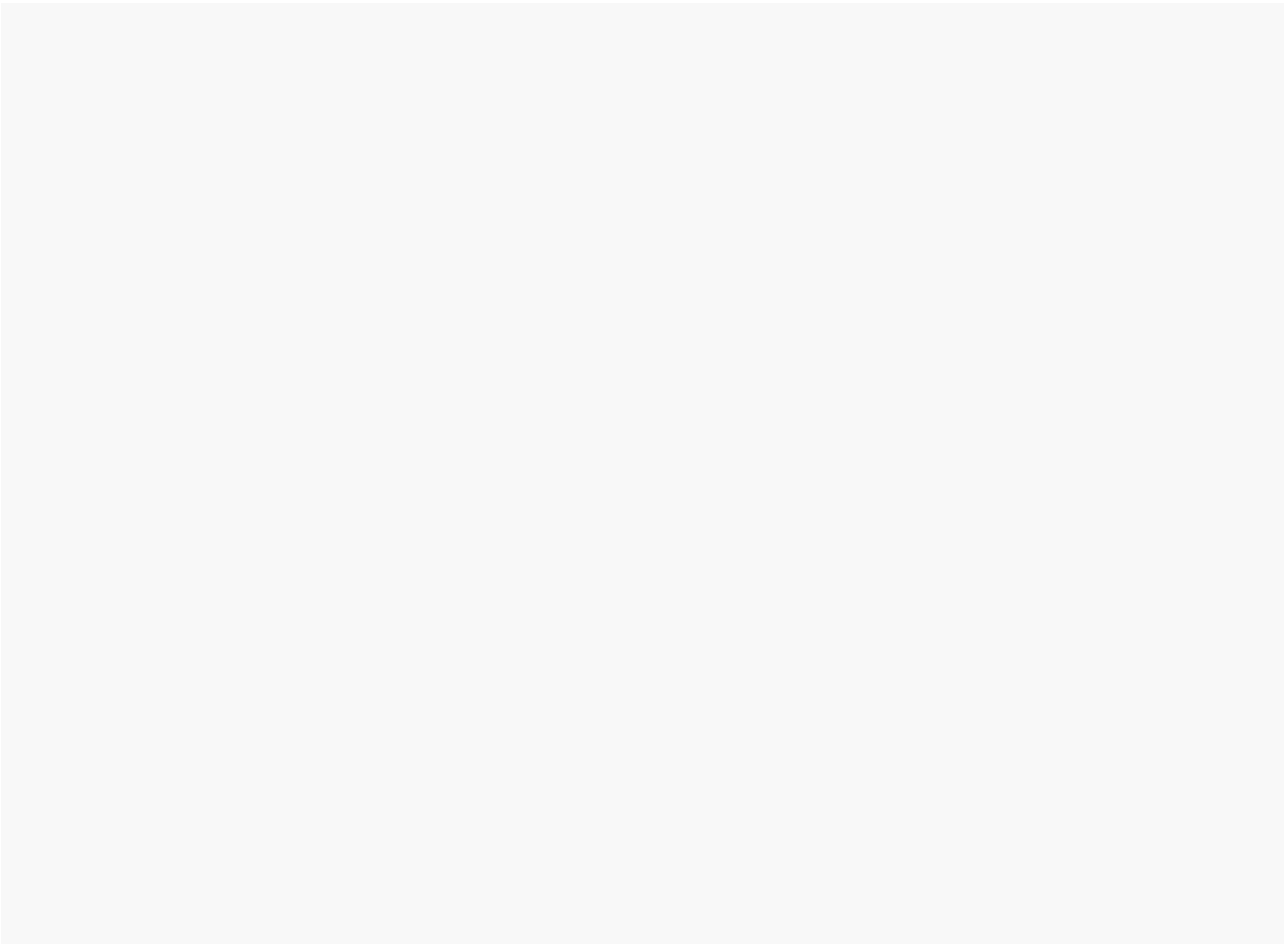
Expansion pact

Dunhill's expansion plans are spearheaded by brand CEO Andrew Maag.

In the coming months, dunhill will open new stores in Vancouver in fall 2018 and will reconfigure its boutique in the Dubai Mall. The latter store's retooling will include experiential touchpoints such as an in-store barber and the Alfie's cafe dining concept.

Dunhill recently launched its new retail concept at SKP in Beijing and at its Ginza, Tokyo flagship.





BEIJING SKP The new dunhill store concept at Beijing SKP mall. An open, contemporary space with signature dunhill details. Showcasing the very best of British luxury menswear. Swipe right on the gallery to find out more. #dunhill

A post shared by Alfred Dunhill (@alfreddunhill) on Oct 12, 2017 at 12:06pm PDT

To support its global growth, dunhill has hired Mathieu Kraut as brand president, Americas and Georges Barakat, brand director for the Middle East, India, Turkey, Africa and Russia (MEITAR).

Mr. Kraut joins dunhill from Gucci where he managed speciality retail. In his role at dunhill, Mr. Kraut will build the menswear brand's business in the Americas through a targeted retail expansion strategy.

As brand president, Americas, Mr. Kraut will expand dunhill to key cities in North America as well as developing wholesale partnerships in the United States and Canada.

Mr. Barakat brings to dunhill experience of MENA, as he was previously the regional director for the region for Samsung. In his brand director of MEITAR position, Mr. Barakat will assist dunhill in expanding its Middle East presence and explore new opportunities in up-and-coming markets.

Dunhill has also created the new global private client manager position. The hire will act as a luxury concierge, linking digital to retail to elevate the brand's customer experience ([see story](#)).

Also, keeping its eye on retail expansion and productivity, dunhill has also hired an in-house store design and architecture director to oversee its new store concept and to update its global network accordingly