

APPAREL AND ACCESSORIES

Loewe to relocate from Mount to New Bond Street following UK success

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Loewe will move from Mount Street to New Bond Street in London. Image credit: Loewe

By STAFF REPORTS

LVMH's Loewe will move its London storefront to a larger space due to the exponential growth the Spanish leather goods brand has seen under creative director Jonathan Anderson.

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For the past six years, Loewe has operated a boutique on Mount Street in a space that the brand describes as "pivotal" in establishing the reconfigured brand with Irish designer Mr. Anderson at its helm. Since opening on Mount Street, Loewe has grown its collections and now requires a larger selling floor to showcase its ready-to-wear, accessories and one-of-a-kind gifts.

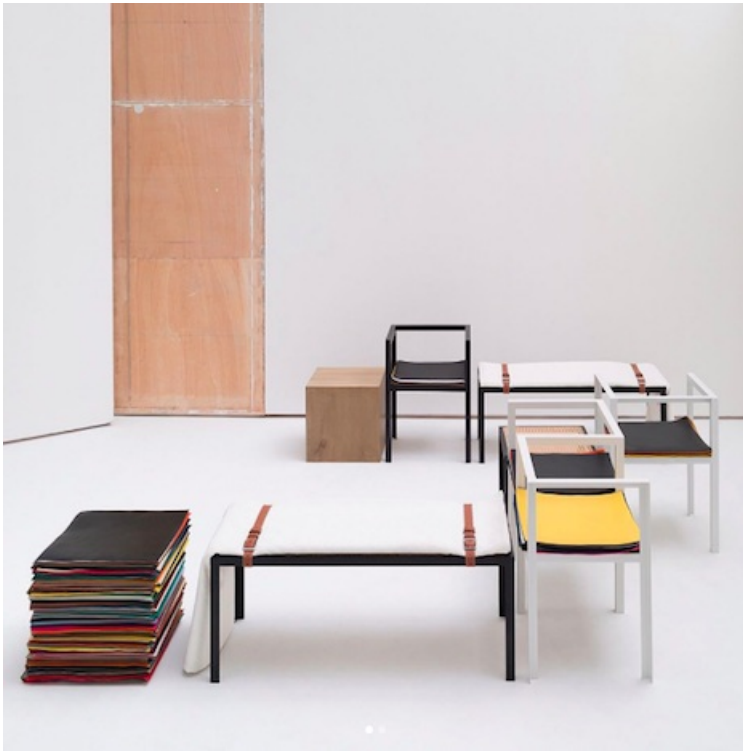
New on New Bond Street

Opening in 2018, Loewe's new London address will be 41 New Bond Street, where it will occupy three floors and a little more than 5,000 square feet of selling space.

The classicist heritage building will include a large glass display on street level as well as bay windows. The building's windows are framed by Corinthian columns on the upper floors.

Inside, the Loewe boutique will have marble and granite finishes as well as natural light.

The New Bond Street Loewe store will be filled with 20th-century and contemporary art including photography and sculpture as well artistically important craft pieces. Loewe has been an advocate for traditional handcrafts through the launch of its annual Craft Prize ([see story](#)).



Loewe's This is Home was a pop-up at Liberty London (see story). Image credit: Loewe

Craft and art is especially important to Mr. Anderson, who has hand-selected all works showcased in the London boutique.

According to the brand, "opening on Bond Street provides the perform platform for Loewe's international growth strategy, and represents the first of a number of global hubs designed to provide the generous space and carefully curated environment needed to showcase every facet of the rising brand."

Loewe's New Bond Street storefront, which the brand expects to be complete by September 2018, follows the Casa Loewe home interiors concept first seen in Tokyo and Madrid.

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