

APPAREL AND ACCESSORIES

Elie Saab opens ephemeral store in Courchevel

January 4, 2018



Elie Saab resort 2018 pieces will be available at the Courchevel pop-up. Image credit: Elie Saab

By STAFF REPORTS

Lebanese fashion house Elie Saab is hitting the slopes of the French Alps with a pop-up boutique in a ski resort town.

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Open through mid-April, Elie Saab will operate a ephemeral storefront in the popular skiing town of Courchevel in the Les Trois Valles in France. The wintertime resort is frequented by affluents who enjoy skiing and relaxing in the pristine, mountainside village, which in turn has made it a must for luxury brands to have an active presence.

Couture in the Alps

For the winter season, Elie Saab will display a selection from its fall/winter 2017-2018 and resort 2018 collections in Courchevel. An edit of leather goods and accessories will also be available for purchase.

To "start the year with a little sparkle," Elie Saab will also include an exclusive series of six evening gowns at the pop-up. Although the storefront will be open until mid-April, the gowns will only be available until Jan. 10.



*Elie Saab sent newsletter subscribers a note dedicated to the Courchevel pop-up, with this illustration included.
Image credit: Elie Saab*

Located at 5 rue de l'glise, the Elie Saab pop-up is nearby other luxury brands such as Chanel, Cartier, Louis Vuitton, Hublot, Christian Dior and Loro Piana. Similar to Elie Saab's location, the aforementioned brands also organize temporary stores in Courchevel to cater to winter visitors.

The village of Courchevel, formerly referred to as Courchevel 1850, also boasts 11 five-star hotels, along with two of France's eight six-star hotels. The village typically attracts movie stars, royalty and the wealthy elite, making it an ideal place for luxury brands to sell ([see story](#)).

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