

APPAREL AND ACCESSORIES

Givenchy marks creative transition with homey scene

February 15, 2018



Givenchy's Milan store has morphed into an apartment. Image courtesy of Givenchy

By STAFF REPORTS

French fashion label Givenchy is welcoming consumers "home" as creative director Clare Waight Keller's first collections for the house hit stores.

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To fete the retail arrival of its spring/summer 2018 designs, the brand has remodeled parts of its Milan store on Via Sant'Andrea into a Parisian townhouse. As brands shift to a new creative direction, the bricks-and-mortar environment can play a major role in facilitating this change.

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Givenchy's spring collections for men and women are debuting at the Milan boutique on Feb. 15, three weeks ahead of the global retail launch on March 5.

In honor of the new talent at the head of the label, Givenchy is looking back to its beginnings.

The main entrance of Givenchy's Milan store has been given a wrought-iron gate, reminiscent of the brand's original home at 3 Avenue George V, where Hubert de Givenchy founded his house. Inside, Givenchy has decorated a space to resemble a Parisian townhouse, which the brand says evokes Ms. Keller's "private home."

Completing this concept, merchandise is displayed as if casually placed by an owner. For instance, a handbag rests on an armchair and a dress is draped over a sofa.

Givenchy's store makeover also nods to its spring/summer 2018 advertising campaign with a use of mirrors throughout the space. Shot by Steven Meisel, the effort's reflective imagery is intended to make the statement that Givenchy's past informs its future, while the present will impact its future.



Givenchy spring/summer 2018 campaign. Image credit: Givenchy

The furniture used in the space also creates a link to Givenchy's campaign, with vintage light fixtures from the 1970s and a mix of modern and retro seating.

Further mixing old with new, Givenchy embellished the walls with moldings, complimenting parquet and concrete floors. The space is given a warmer feel with antique rugs and hung plants.

Fellow LVMH-owned French fashion house Christian Dior also ushered in a new design era in dedicated bricks-and-mortar environments.

To launch the debut collection by its recently appointed artistic director Maria Grazia Chiuri, Dior is staging a series of pop-up boutiques, using the temporary store format to create a dedicated retail story around the apparel and accessories. Creative transitions often result in gradually updated store designs, but Dior's strategy enables the brand to make a more immediate statement ([see story](#)).