

APPAREL AND ACCESSORIES

Aquazzura brings its localized store model to new markets

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Aquazzura aims for wide spread locations. Image credit: Aquazzura.

By STAFF REPORTS

Italian footwear label Aquazzura has its sights set on competing with other massive global footwear labels such as Michael Kors' Jimmy Choo with its new expansion plan.

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The shoe brand is beefing up its strategy to become a widespread luxury brand with plans to introduce nine new stores of the coming year. Per a report in Business of Fashion, Aquazzura will establish itself within new markets where its brand can thrive, as part of an attempt to significantly grow its brand.

Global expansion

While nine stores might not sound big to a major conglomerate, for Aquazzura every store is built with significant thought. Each store is unique to the city it is located in, with different decor, products and ethos to match the culture of its location.

The footwear brand will be opening up new stores in areas such as Qatar, Dubai, Milan, Brazil, Paris and Hong Kong.

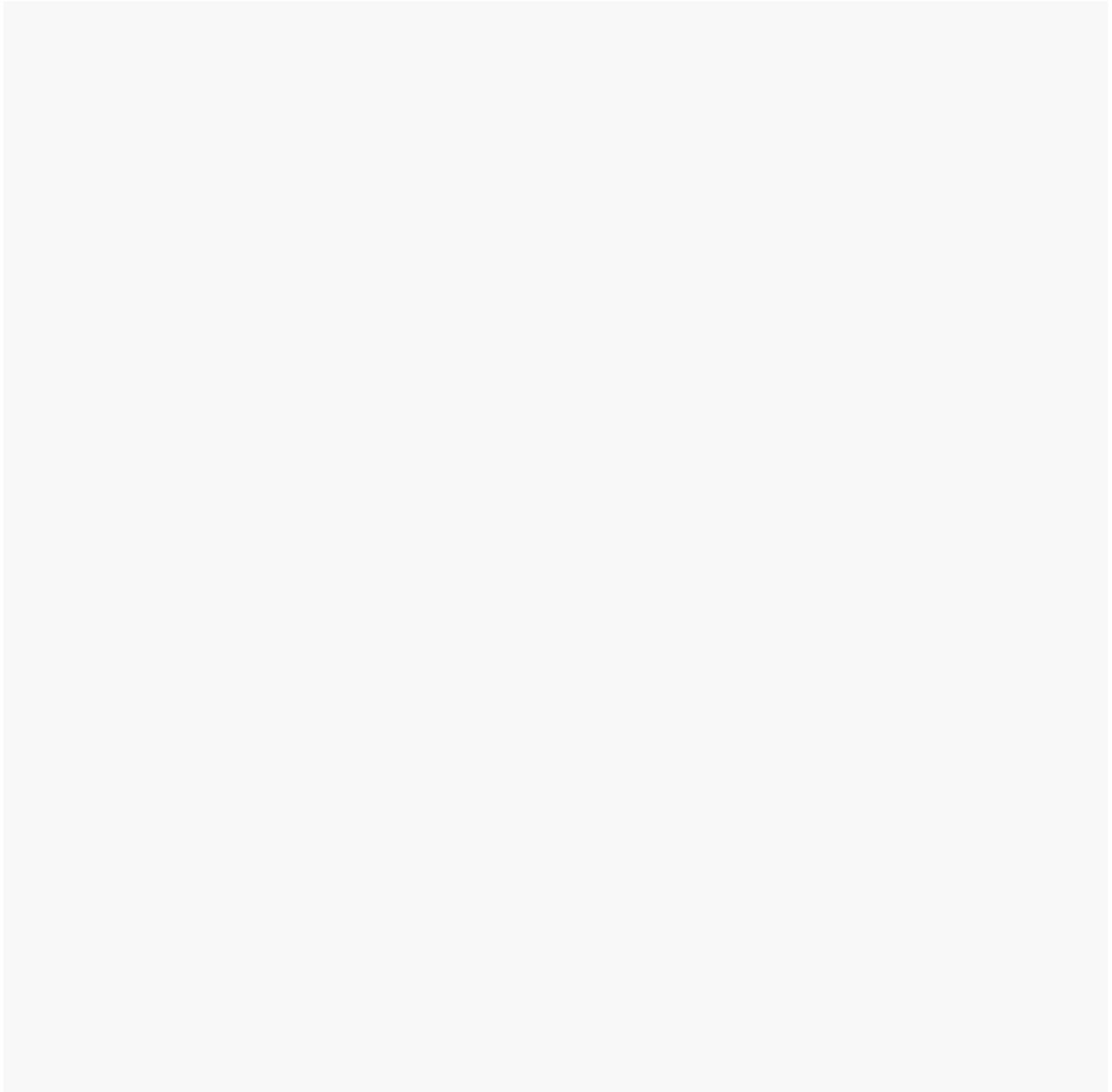
Aquazzura's plans will bring the manufacturers' operations to 26 branded stores with 18 monobrand stores worldwide. The label's practices will be 35 percent direct retail and 65 percent wholesale.

Three of the monobrand stores will be located within the United States.

The brand is also working with a firm in Asia to gain better traction in the area, where it is seeing significant potential.

"We're focusing on markets where we've seen strong performance. In terms of strategic regions, we are focused on the Middle East and are targeting Asia through local partnerships," said Jean-Michel Vigneau, chief executive at Aquazzura, in an interview with Business of Fashion.

Aquazzura saw record growth over the course of last year so it is hoping to expand on this and become a more established worldwide brand.



I think Mule' agree, the Rendez Vous' is a chic addition to your wardrobe, perfect for #spring! #Aquazzura

A post shared by AQUAZZURA by Edgardo Osorio (@aquazzura) on Mar 13, 2018 at 5:14am PDT

Edgardo Osorio, founder of the footwear label, attributes the brand's ability to have an immediate worldwide reach to the popularization of social media and Instagram, which connects women all over the world.

During a conversation at the Cond Nast International Luxury Conference 2017, the founder explained that social media was extremely helpful for the growth of the brand. Street style popularity on Instagram has given brands the ability to reach a wide audience, no matter the size of the brand ([see more](#)).

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