

RETAIL

Balenciaga stays committed to bricks-and-mortar with new Miami flagship

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Balenciaga's new location is partially powered by solar panels. Image credit: Balenciaga

By STAFF REPORTS

French fashion label Balenciaga is opening its latest location in the United States today with a flagship store in Miami's Design District.

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The new location will be the 12th bricks-and-mortar store for the brand in the U.S. The two-story location combines elements of luxury with an industrial feel as Balenciaga looks to bring in more foot traffic in the fashionable Miami neighborhood.

Miami flagship

Balenciaga has been on a store-opening spree recently as the brand has sought to expand its presence throughout the U.S. and in Europe.

In addition to the new location in Miami, the brand is also planning to open a boutique in Milan later this year.

The Miami location is not Balenciaga's first location in Florida or in Miami, but it is the brand's first major flagship store in the state.

Notably, the location will be partially powered by solar panels, which are positioned as part of the store's facade.

Balenciaga's revenue has been on an uptick recently. The brand's shoe designs helped boost its earned media value in February, according to data from Tribe Dynamics.



Balenciaga Crocs for spring 2018 in pink. Image credit: Crocs

Balenciaga saw a 93 percent year-over-year uptick in content production and mentions as streetwear fans and publications posted about its Triple S trainers or partnership with Crocs. Most of the top 10 luxury brands saw their EMV fall during the height of fashion month, with only Balenciaga and Tom Ford seeing growth ([see story](#)).

Earlier this year, online retailers Net-A-Porter and Mr Porter headed to the office to debut exclusive Balenciaga collections.

Taking a more down-to-earth approach to luxury marketing, the campaign for the Balenciaga capsule launch centers on a photo shoot with the retailers' employees. This marked the first time that creative director Demna Gvasalia undertook concurrent men's and women's Balenciaga collaborations for a retail partner ([see story](#)).

Despite these online excursions, Balenciaga remains committed to bricks-and-mortar and the opening of its new Miami location is a testament to its physical retail strategy.

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