

RETAIL

MadaLuxe invests to be closer to New York brands, retailers

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MadaLuxe opens new HQ in New York. Image credit: MadaLuxe

By STAFF REPORTS

U.S.-based luxury distribution company MadaLuxe is expanding on its brand relationships with a new headquarters in New York.

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The company is opening up a new 9,000-square-foot showroom and headquarters on the East Coast. The facility will focus on furthering MadaLuxe's relationships with luxury labels as well as its wholesale and direct-to-consumer businesses.

"We're a family-owned business, so it's important to us that our guests feel like they're joining the MadaLuxe family," said Sandy Sholl, cofounder and executive chairman of MadaLuxe Group, in a statement. "That is why the lounge is designed to reflect our belief that when you come to visit us, you should feel like you're being welcomed into our home."

New headquarters

Buyers will be able to interact with MadaLuxe firsthand at its new showroom with dedicated areas for designer handbags, eyewear, apparel, footwear and timepieces from top European brands.

The new headquarters and showroom will be located in the Garment District of New York, on the 15th floor of 1370 Broadway.

Design firm Ssuperette is creating the layout and design for the building, which will be fitted with a series of executive offices.



MadaLuxe's existing vault in Los Angeles. Image credit: MadaLuxe

The company has stated that having management in New York will help it connect with brands and retailers in the area.

MadaLuxe has also said that the layout of the showroom is designed as works of art are displayed at a museum.

"Our new headquarters and showroom provide traditional and off-price buyers with an opportunity to engage with luxury lifestyle products in an innovative atmosphere," said Adam Freede, CEO of MadaLuxe Group, in a statement. "The space has been thoughtfully designed to showcase the unique products of our European partners, including runway videos and Hollywood set lighting inspired by our California roots, all of which enable buyers to experience luxury in an elevated way in our convenient Garment District location."

MadaLuxe recently named Mr. Freede, the company's president, as its new CEO in February.

Mr. Freede has taken over for former CEO and company cofounder Sandy Sholl, who has remained at the company as executive chairman. The change in leadership roles reflected MadaLuxe's efforts to expand as it signed a lease for its headquarters in Manhattan ([see story](#)).