

RETAIL

## MadaLuxe opens second off-price boutique

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*MadaLuxe Vault is expanding its store footprint. Image credit: MadaLuxe*

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By STAFF REPORT'S

Luxury distributor MadaLuxe Group is extending its retail presence in the United States with the debut of a second off-price store.

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The company's MadaLuxe Vault concept aims to change the off-price luxury shopping experience through a multi-brand boutique format. Following the first boutique in Los Angeles, a new Vault is premiering in the Oceanside Outlets at San Clemente, CA.

### Opening the vault

Founded in 2010, MadaLuxe is the full-line and off-price distributor for brands such as Versace and Ferragamo, with its retail sales totaling \$200 million per year.

The company has recently branched into retail. Now, instead of sending excess inventory off to a mono-brand storefront in an outlet mall, MadaLuxe Group's new retail banner, MadaLuxe Vault, creates a multi-brand boutique concept stocked with off-price merchandise.

The debut MadaLuxe Vault location opened at the Citadel Outlets in Los Angeles last December ([see story](#)).



*MadaLuxe Vault store in Los Angeles. Image credit: MadaLuxe*

MadaLuxe is now opening a second location. The 3,800-square-foot San Clemente store will also dedicate 700 square feet to an eyewear shop-in-shop.

Here, consumers will be able to browse and try on designer frames.

"We are extremely excited to be launching our second retail boutique and our first MadaLuxe Vault Eyewear shop-in-shop concept in San Clemente," said Adam Freede, CEO of MadaLuxe Group, in a statement. "We continue to make strategic decisions to select locations that align with our retail and brand partners' business efforts, and this location on the water promises to offer our luxury customer the personalized shopping experience and selection they desire."

MadaLuxe plans to open a third Vault store this year, in time for the holiday season.

In addition to its store footprint, MadaLuxe is expanding on its brand relationships with a new headquarters in New York.

The company recently opened 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 ([see story](#)).