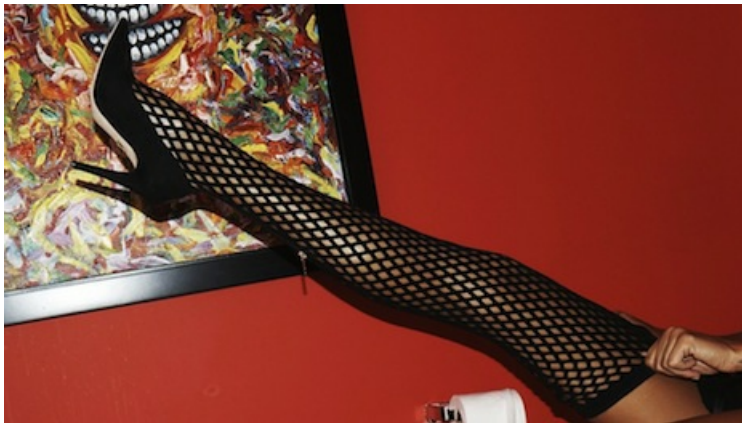


APPAREL AND ACCESSORIES

## Tamara Mellon takes innovation to bricks-and-mortar

August 22, 2018



*Tamara Mellon focuses on strategy as it rebrands. Image courtesy of Tamara Mellon*

By STAFF REPORTS

Direct-to-consumer fashion label Tamara Mellon is taking a big step forward with its first bricks-and-mortar location after its Series B funding.

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According to a Business of Fashion report, the footwear brand will be opening a 400-square-foot store this fall, after a \$24 million Series B funding. The space will be located in Palisades Village, Los Angeles, alongside many female-focused labels.

### Digital to physical

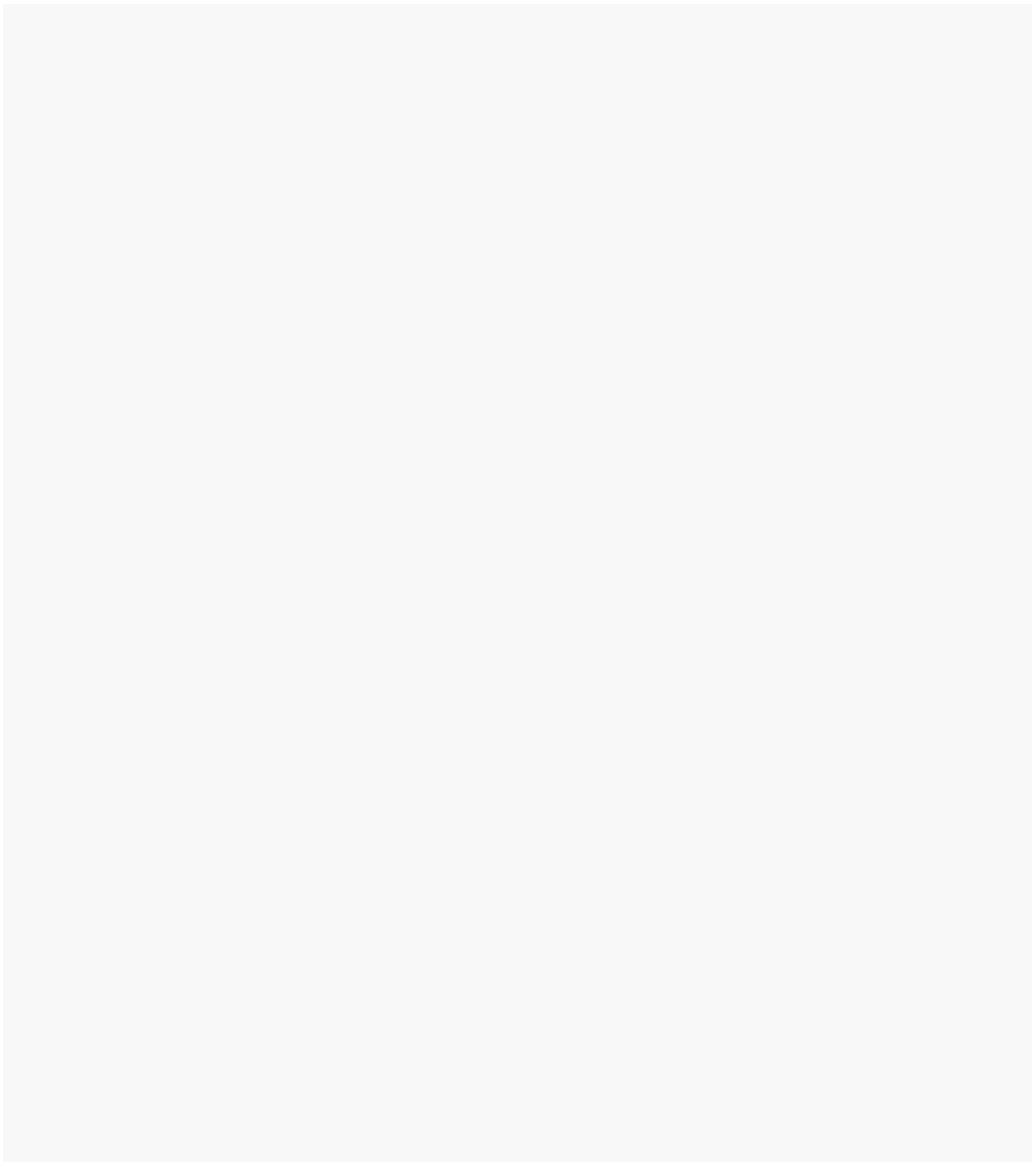
Tamara Mellon is starting its physical presence with this debut store, set to be opening in fall 2018.

Its recent funding comes mostly from investors New Enterprise Associates and Quadrille Capital ([see story](#)).

"It would be the perfect place for us to open in terms of the location, the customer base, who our neighbors are, the size of the store and what we can do," Ms. Mellon said to Business of Fashion of the future space.

In keeping with the company's innovative business model, the bricks-and-mortar location will also have a different operating system in which every size will be available on the shelf. This will cut down on customer wait times and a cumbersome experience that relies on staff having to run to the back.

Currently, the company employees 15 team members but will likely grow to 30 after it begins its bricks-and-mortar journey.



TM on the cover of @americanair's Celebrated Living' in the Kindred mid-calf boot. Photo: @amandaefriedman

A post shared by Tamara Mellon (@tamaramellon) on Aug 21, 2018 at 7:33pm PDT

Tamara Mellon is aiming to undermine the idea that luxury must be exclusive with a new installment plan that will let lower-income customers afford luxury goods by paying for them over time.

The move is part of a larger effort from Tamara Mellon to take luxury "out of the ivory tower" and make it into something that anyone can aspire to ([see story](#)).