

HOME FURNISHINGS

Lladr launches Virginia pop-up shop ahead of holidays

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Lladr's pop-up includes its jewelry. Image courtesy of Lladr

By STAFF REPORTS

Spanish porcelain maker Lladr is showcasing its lifestyle approach through a temporary outpost in Tysons Corner, VA.

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Up from Oct. 1, Lladr's pop-up at Tysons Galleria in the Washington, D.C. metropolitan area will sell the brand's sculptures as well as collections of jewelry and home dcor. Following Lladr's acquisition by PHI Industrial Group in 2017, the brand has been undergoing an evolution to deliver a contemporary lifestyle through porcelain.

Holiday shopping

Part of Lladr's strategy in the last year has revolved around creating products that are decorative and functional, such as accessories.

Among the products on display at the Tysons Galleria pop-up are the brand's new Light and Scent collections, the Jams lighting line and Moments tables.

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Light and scent come together in a very special way. Its perfume and its warm light create cozy ambiances to create homely atmospheres. | Find more at [lladro.com](#) #lladro #handmade #porcelain #lightandscent

A post shared by Lladro, S.A. (@lladro) on Sep 15, 2018 at 9:56am PDT

Lladro is also showcasing its high porcelain, pieces that illustrate its craftsmanship.

The pop-up, situated on the mall's first level across from Saks Fifth Avenue, will be open through Dec. 31. The upscale Brookfield-owned mall also includes a number of other luxury boutiques, including locations for Cartier, Chanel and Gucci.

As it looks to refresh its brand, Lladro recently named Sandra Jordan its CEO of the Americas. Ms. Jordan comes to Lladro with years of experience at fashion companies including Calvin Klein and Salvatore Ferragamo.

Since joining Lladro, Ms. Jordan has organized the brand's first pop-up experience in the Hamptons. The concept store, which sold figurines, home decor, fashion accessories and lighting, opened June 8 and ran through September ([see story](#)).

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