

APPAREL AND ACCESSORIES

Givenchy moves into London with new flagship

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Givenchy opens in London. Image credit: Givenchy

By STAFF REPORTS

French fashion house Givenchy gains a stronger hold on the British market with a new London flagship.

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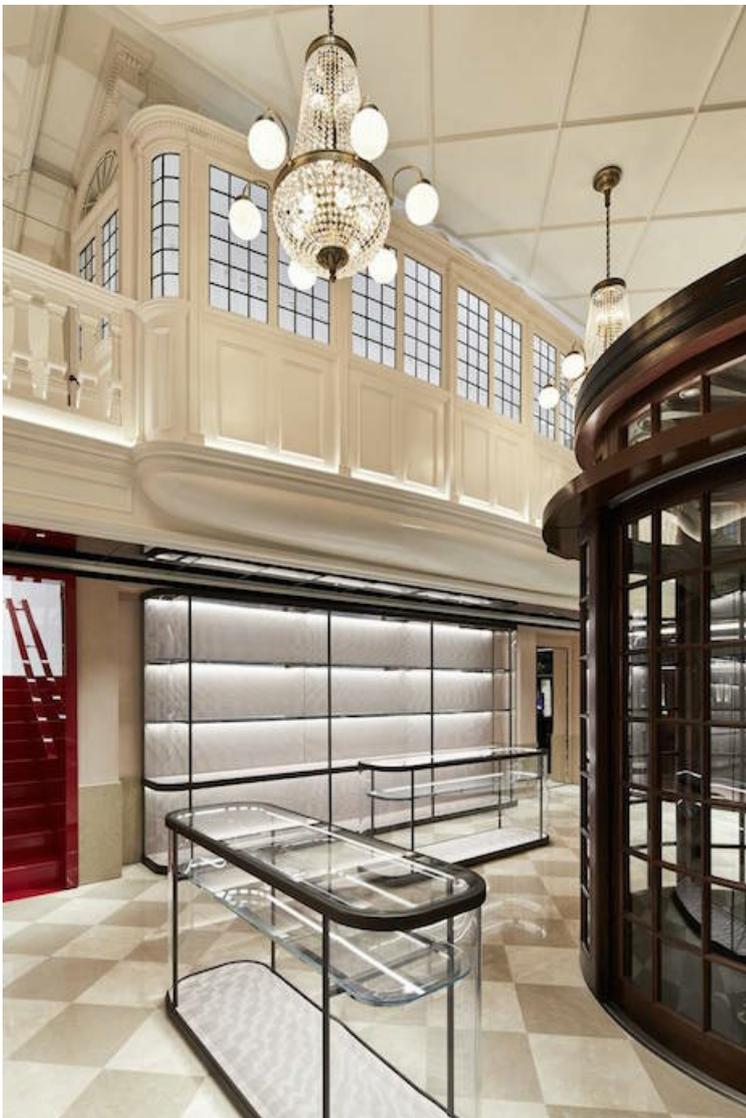
While Givenchy has become an important part of British history this year, with the new Duchess of Sussex wearing it on her wedding day, the label has opened its doors to a London flagship. Givenchy opens its doors on 165 New Bond Street, occupying two historic buildings.

Givenchy in London

The new flagship takes up space in two converted 18th-century buildings, designed around an eye-catching red staircase and impressive large bow windows.

Givenchy has designed various aspects of the store with eye-catching characteristics in hopes to capture its Instagram-obsessed audience, including its special fitting rooms with wall-to-wall mirrors.

Its store will launch with a limited-edition bucket bag, only available at this location. Givenchy announced that in the future it will be adding more limited edition items to its catalogue, in the hopes to create a special bond with in-store customers.



Givenchy's new store with red staircase and windows. Image credit: Givenchy

Following Prince Harry and Meghan Markle's wedding, the luxury brands that dressed prominent attendees have seen an uptick in consumer attention, including Givenchy.

The May 19 ceremony and reception drew out celebrities and famous figures from around the globe, and their attire inspired those who were tuning in at home. From spikes in product searches to social media conversations, the brands present during the nuptials have seen an impact from their connection to the royal affair. Givenchy designer Clare Waight Keller created the custom gown and veil for the ceremony ([see story](#)).

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