

APPAREL AND ACCESSORIES

## Furla courts California customers with South Coast Plaza opening

January 3, 2019



*Furla's South Coast Plaza store. Image courtesy of Furla*

By STAFF REPORTS

Italian accessories label Furla is looking to translate its strong online traffic from the Los Angeles area into bricks-and-mortar business.

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The brand has opened its latest store in South Coast Plaza in Costa Mesa, CA. This is Furla's first direct-operated store in Southern California, allowing the brand to tap into the large luxury market.

### Coming to California

With this move, Furla is placing itself among brands including Givenchy, Longchamp and Gucci in the upscale shopping center.

The 1,151-square-foot Furla store is located on the mall's second level in the Bloomingdale's wing.

Here, Furla will retail small leather goods, shoes and accessories for men and women.



*Furla store in South Coast Plaza. Image courtesy of Furla*

"We have seen high traffic on our ecommerce site from LA-based customers and have identified this region as a market for opportunity," said Alberto Camerlengo, CEO of Furla, in a statement. "We are excited to finally share the full Furla experience with fans of the brand in Southern California."

Italian handbag label Furla is investing in future growth after seeing its turnover double in the last three years.

In the first half of 2018, the company's revenues were 252 million euros, or about \$290 million at current exchange, up 5.8 percent from 2017. As it looks to expand further, Furla is focusing on areas including marketing, human resources and distribution.

Currently, the United States makes up just 7 percent of Furla's total revenues ([see story](#)).

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