

APPAREL AND ACCESSORIES

Hedi Slimane gives Celine store concept a makeover

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Celine's new store in Tokyo. Image credit: Celine

By STAFF REPORTS

French fashion label Celine is undergoing a bricks-and-mortar update under creative director Hedi Slimane.

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A new store concept was launched first in New York this month, and has since extended to a boutique in Tokyo. The brand's bricks-and-mortar spaces are the latest to get a minimalist look via Mr. Slimane as he brings his own touch to Celine.

Shopping with Celine

Mr. Slimane designed the interiors and furniture for the new boutiques. The minimalist spaces feature a palette of white, grey, black and wood tones, with materials including gold mirror, natural stone, stainless steel, oak and concrete.

Located at 650 Madison Ave., the New York flagship store sells both women's wear and men's apparel, a new category for the brand.

The New York store is decorated with artwork from the Celine collection by James Balmforth and Jose Davila.

[View this post on Instagram](#)

CELINE NEW YORK 650 MADISON AVENUE NOW OPEN #CELINEBYHEDISLIMANE

A post shared by CELINE (@celine) on Feb 23, 2019 at 5:44am PST

Instagram post from Celine

In Tokyo, Celine is opening a new store at 3-5-29 Kita-Aoyama Minato-Ku on March 4. Similarly to New York, the open space is decked in a neutral palette that combines metallic and matte finishes.

The Tokyo boutique also features art from the Celine collection by Elaine Cameron Weir.

Since joining Celine, Mr. Slimane has been putting his mark on the brand. The LVMH-owned house continued its stream of changes with a new logo launch and a move that left the past behind.

The brand unveiled its new look by wiping its Instagram page clean, and replaced its past images with the new logo.

Celine states that its inspiration came from the brand's presence in the 1960s, and has dropped its accent mark for a simplified, balanced look. The accent was often dropped in marketing during the past decade ([see story](#)).

The new stark store designs mirror the overall image Mr. Slimane is creating for the brand. Mr. Slimane has primarily featured black-and-white marketing imagery for Celine since taking over.

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