

APPAREL AND ACCESSORIES

Loewe opens doors to its new home

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Loewe leans into growth with new home. Image credit: Loewe

By STAFF REPORTS

Spanish apparel and accessories house Loewe is leaning into its growth by moving its flagship location, opening a new boutique in London in a heritage space.

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The new Casa Loewe, as it is called by the brand, opens today in Mayfair on Bond Street at a historic location. The building has undergone a year of renovations to host the brand, as Loewe moves from Mount Street to Bond.

Moving forward

The new location aptly name Casa Loewe is meant to create the feeling of stepping into a collector's home.

Loewe focuses on art, including pieces intertwined with a variety of its own products showcased throughout the space. Many pieces will rotate in and out, including installations, to keep Loewe's focus fresh.

Fourteen artists are showcased at Casa Loewe, including three oak sculptures by artist Ernst Gamperl, who won the Loewe Foundation Craft Prize in 2017. Other works include 14 photograph series by Alair Gomes and a sculpture from 1956 titled "Idol 4" by William Turnbull.

Capsule collections and other art projects from Loewe will be showcased in a pop-up shop at the front of the store. A special panoramic elevator will be a focal point of the boutique.



Loewe's new shop. Image credit: Loewe

The new location was built with sustainability in mind, and includes natural materials in its construction.

Loewe also recently put a new perspective on weaving in an art project that replaced traditional plant-based materials with leather and textiles.

The house tasked 11 artists with transitioning their techniques from bamboo or straw into baskets or sculptures fashioned of leather. This project is the latest in the brand's celebration of craft, as Loewe makes artisanship a key part of its positioning ([see story](#)).

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