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APPAREL AND ACCESSORIES

Michael Kors brings shoppers into new homes

May 9, 2019



Rendering of Michael Kors' future SoHo store. Image credit: Michael Kors

By STAFF REPORTS

Capri Holding's flagship brand Michael Kors is leaning into experiential retail in an environment meant to make shoppers more comfortable with two new concepts.

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A new shop in the SoHo neighborhood of New York will embody the look and feel of a loft, where Michael Kors will focus on its ready-to-wear collection. The brand is also launching a new store in London on the prestigious Bond Street, where instead of ready-to-wear, it will focus on its collection.

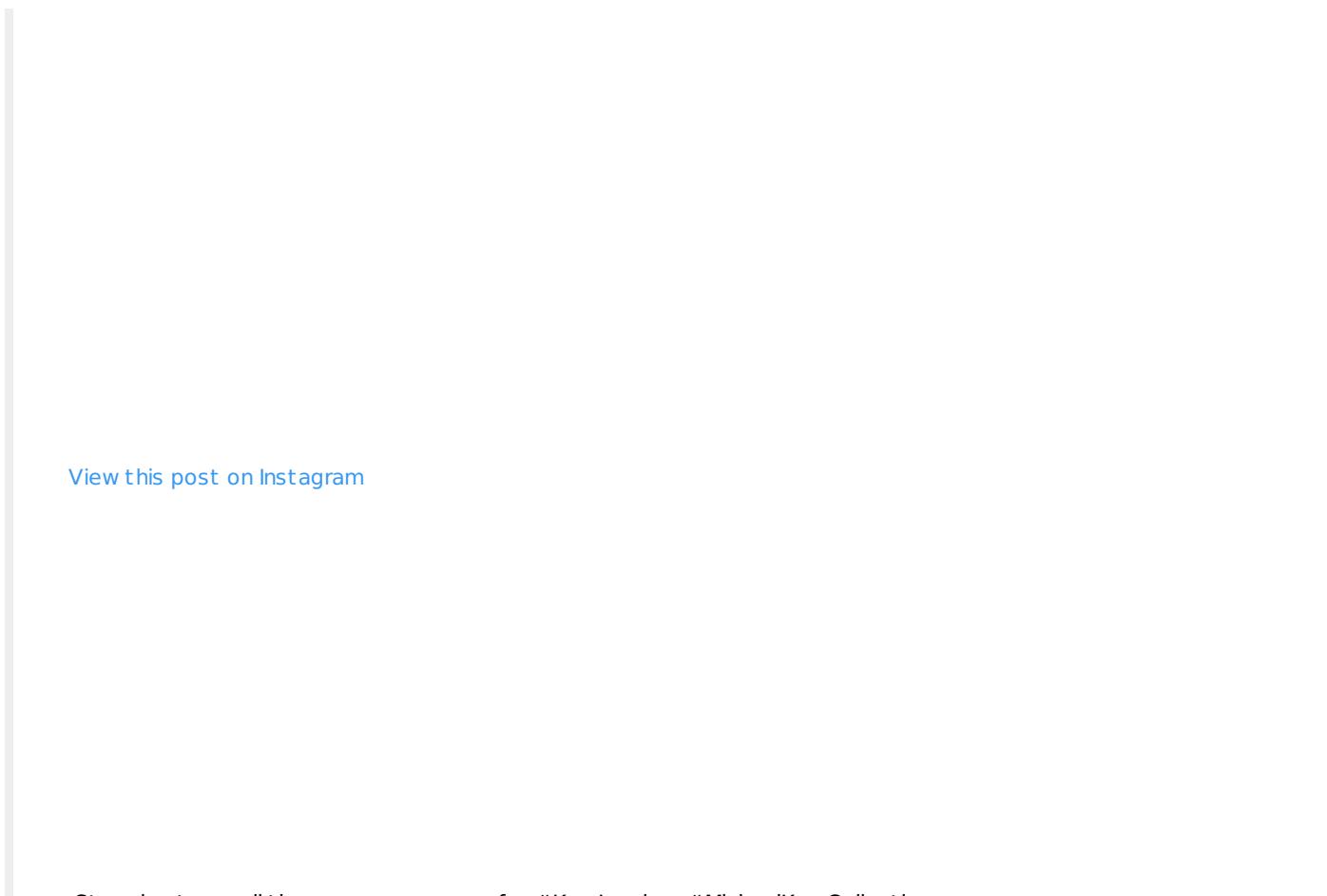
Moving up with Michael Kors

At 4,400 square feet, the New York store reflects its neighborhood home with a distinct downtown feel, even featuring taxicab yellow throughout handbag stands.

The new shop in New York will be focused on its ready-to-wear, handbags, accessories and shoes. Leather goods will be featured in the center of the store on wooden tables, while footwear will be showcased in front of a waterfall mirror.

The store will open on May 16.

"We wanted this store to be a reflection and celebration of SoHo and all that it represents from its industrial roots to its art world days," Michael Kors said in a statement to Women's Wear Daily. "It's one of the most talked about neighborhoods in the world, and it's a place near to my heart and my home, so this is a very special store for us."



[View this post on Instagram](#)

Stopping to smell the roses as we prep for #KorsLondon. #MichaelKorsCollection

A post shared by Michael Kors (@michaelkors) on May 8, 2019 at 10:15am PDT

Michael Kors' return to Bond Street takes place May 9, with a special party hosted by the designer himself.

The London store is significantly smaller than the upcoming New York store, at 2,939 square feet throughout four floors. While the New York store embodies a downtown loft, this store is an intimate townhouse.

Michael Kors on Bond Street is a complement to its existing Regent Street shop in London.

This store will be focused on exclusivity, featuring runway items that have only been produced 15 or 20 times.

Hoping to convey a homey feel, the store even includes a daybed and a sofa.

The luxury goods maker also recently released a handbag design specific to the Middle East, as it continues to invest in new markets, as also exhibited with its two new stores.

As the Middle East continues to grow with luxury consumption, Michael Kors has moved into Dubai and celebrated with a limited edition. Available this past fall, a special Whitney bag design was produced in Admiral blue only in the Middle East ([see story](#)).

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