

APPAREL AND ACCESSORIES

Lanvin extends New York presence downtown with SoHo store

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Lanvin's store on Mercer Street. Image courtesy of Lanvin

By STAFF REPORTS

French fashion house Lanvin is bringing its creative director Bruno Sialelli's vision to bricks-and-mortar with a boutique in New York's SoHo neighborhood.

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Opened on Sept. 7, the store is the first global retail placement that the brand has debuted since Mr. Sialelli took over. This also marks the brand's first retail opening in New York in eight years.

Concept store

In January, Lanvin filled its then vacant creative director role, naming former Loewe designer Mr. Sialelli as the head of its collections.

Mr. Sialelli has experience designing for both men and women at brands, and will be overseeing both menswear and women's wear at Lanvin. Mr. Sialelli is the fourth creative director for Lanvin in as many years ([see story](#)).

The designer showed his first collection for the house in February for the fall/winter 2019 season. The new boutique features Mr. Sialelli's creations for the house, including the asymmetrical Hook bag.



Lanvin's Mercer Street store. Image courtesy of Lanvin

For the SoHo store on Mercer Street, Mr. Sialelli worked with Lanvin's visual department to create a store concept and design that highlights his creative direction for the brand. The shop also nods to the downtown neighborhood, as well as highlighting some of the original architecture of the building.

From the entrance, shoppers are guided into the store via a ramp.

The boutique features mirror elements, as well as original artwork by Londoner Luke Edward Hall.

In New York, Lanvin also has two boutiques on Madison Avenue, with one each devoted to menswear and women's wear. This SoHo store will enable the brand to reach shoppers downtown.



Exterior of Lanvin's store on Mercer Street. Image courtesy of Lanvin

SoHo has been attracting investment from a number of luxury brands.

Last year, Gucci opened an approximately 10,000-square foot store on Wooster Street. Set in what was formerly a pencil factory, the boutique spans almost an entire city block ([see story](#)).

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