

APPAREL AND ACCESSORIES

Furla furthers international expansion with Canadian debut

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The Furla Society. Image courtesy of Furla

By STAFF REPORTS

Italian accessories label Furla is opening its first store in Canada at Toronto's Yorkdale Shopping Centre.

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Slated to open in mid-October, the 1,495-square-foot boutique will carry handbags, leather goods, footwear and accessories such as sunglasses and scarves. Furla has been expanding internationally, using ecommerce activity as a guide for physical store openings.

"We have seen high traffic on our ecommerce site from Toronto-based customers and have identified this Canadian region as an opportunity for growth," said Alberto Camerlengo, CEO of Furla, in a statement. "We are excited to enter this specific market through such an established shopping center and offer shoppers the full brand experience in our store."

Coming to Canada

Furla's boutique is in partnership with Halcyon Brands. The store, which is located in the luxury wing of the mall, features a minimalist design concept.

Yorkdale has more than 270 stores, including boutiques for brands such as Burberry, Chanel, Gucci and Prada.



Yorkdale Shopping Centre. Image credit: Oxford Properties

In addition to the store opening, Furla is opening a Canadian online store, expected to go live in January.

Furla also looked to translate its strong online traffic from the Los Angeles area into bricks-and-mortar business.

The brand recently opened a 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 ([see story](#)).

Furla's turnover has almost doubled in the last four years, topping 500 million euros in 2018.

The brand's gross revenues rose 2.8 percent year-over-year, totaling 513 million euros, or about \$582 million. As the company looks to continue and sustain the growth it has seen, key areas of focus include its supply chain and monobrand retail channels ([see story](#)).

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