

Japan's Mikimoto gives retail a salute with new bricks-and-mortar store in Las Vegas

June 23, 2020



The new Mikimoto boutique in Las Vegas opened June 23, 2020. Image courtesy of Mikimoto

By LUXURY DAILY NEWS SERVICE

Japan's Mikimoto, maker of cultured pearl jewelry, is giving a resounding vote of confidence to bricks-and-mortar retail with the opening of a new boutique in the gambling-to-entertainment destination of Las Vegas.

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Located in the swish Wynn Las Vegas hotel, the 400-square-foot store is inspired by the design of the Mikimoto boutique in Tokyo's upscale Ginza shopping district. The store will take all precautions to ensure the safety of employees and shoppers, given the ongoing COVID-19 coronavirus pandemic in the United States.

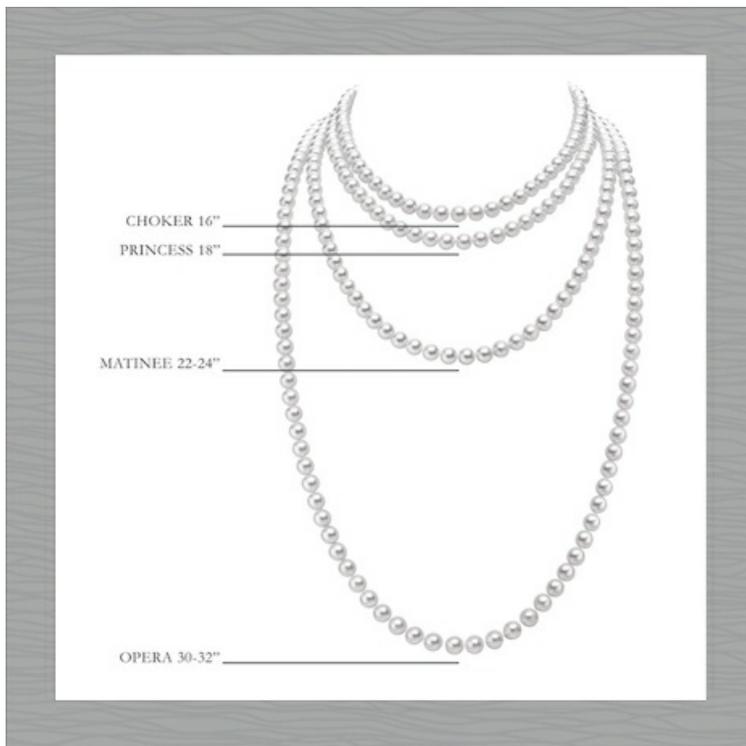
"Many factors were taken into consideration in the decision to open at this time," said Georgina Coleman, vice president of retail at Mikimoto. "The health and safety of our clients and employees is of utmost importance.

"The new boutique was initially slated to open in early April, however, was delayed due to COVID-19," she said.

"Although we have had to adapt our short-term business strategy due to the current climate, the decision to continue with opening of the boutique at this time is in line with Mikimoto's long-term goals.

"Coinciding with the Wynn reopening would also give returning guests an exciting and new luxury shopping experience."

Mikimoto previously had a location at The Shops at Crystals in Las Vegas, but relocated to the Wynn.



Types of pearl strands. Image credit: Mikimoto

All lined up

The new **Mikimoto** Vegas boutique will include merchandise such as the Classic Collections, high jewelry and the haute couture collection, "Jardin Mystrieux."

The store will also sell pearls unique to the Vegas location.

Mikimoto will maintain precautions for social distancing. Additionally, Wynn Las Vegas guests who do not feel comfortable visiting the store can shop virtually.

"The new Mikimoto boutique at Wynn Esplanade will work in accordance with [Nevada] state and Wynn Resort health and safety measures," Ms. Coleman said.

"With our boutique, in particular, we have implemented our own safety precautions to keep our employees and clients safe and comfortable, while continuing to deliver the luxury shopping experience synonymous with the Mikimoto brand," she said.

"For clients who prefer a more intimate shopping experience, Mikimoto continues to offer private, in-store appointments and have added new client services to enhance the Mikimoto experience by offering virtual one-on-one appointments with a Mikimoto Ambassador via FaceTime or Zoom."

Like many luxury marketers, Mikimoto had to shut its stores in the United States as states mandated COVID-19 lockdowns. Not surprisingly, demand shifted to the channels.

"Yes, we have seen a significant uptick in ecommerce orders during this time," Ms. Coleman said.

"Even with our ecommerce site undeliverable for six weeks from the start of retail closures, we had already started to experience a growth in ecommerce sales over last year starting in fourth quarter and into the first two months of the year," she said.

"That trajectory continued, as we recorded continuous growth despite the current climate."

Phone orders picked up as well.

"We have also experienced a double-digit increase in phone orders through Mikimoto customer service and from existing Mikimoto clients who prefer to work with their trusted Mikimoto ambassador," Ms. Coleman said.

"Client purchases surrounded the desire to celebrate or commemorate special occasions birthdays, anniversaries, graduations, Mother's Day, etc. despite the closure of retail stores," she said.

Mikimoto necklace floor at Ginza district store in Tokyo

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