

RETAIL

## Louis Vuitton opening first menswear store in California

July 15, 2022



Exterior of the new retail space in Beverly Hills. Image courtesy of Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house Louis Vuitton is opening the brand's first standalone menswear retail store in California on Rodeo Drive in Beverly Hills.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Set to open on July 16, the store exclusively offers items from the brand's menswear collections, including leather goods, accessories, shoes, ready-to-wear, watches and fragrances. The dedicated men's store is the eighth of its kind in the United States and the first in California.

### Growth in menswear

The architecture and design of the new space pay homage to Louis Vuitton's history of craftsmanship and innovation while highlighting the California landscape and casual chic style associated with the city.

Centrally positioned on Rodeo Drive, the store's exterior features oversized windows and textured paneling that recalls Louis Vuitton's trademark Epi leather.



Inside the dedicated menswear space. Image courtesy of Louis Vuitton

Once inside, visitors discover the entryway featuring 17-foot ceilings featuring an abundance of natural light. A 3D acrylic painting on stainless steel and mirrors by artist Marisa Ferreira fills the space, inspired by the immersive geometric qualities of a kaleidoscope.

A grand curved staircase with blue leather handrails connects the ground floor and mezzanine levels, bound by a "Giant Man" sculpture from the late Louis Vuitton creative director Virgil Abloh's collection, in a handstand position. Upstairs, VIP rooms feature specially commissioned murals by Alex Proba.

The Beverly Hills men's store will open with a selection from the fall/winter 2022 collection designed by Mr. Abloh.

For its last menswear campaign, the brand explored creative freedom featuring the designs of the late Mr. Abloh. The "Daybreak" men's capsule was featured in a film of the same name.

Exemplifying Mr. Abloh's fashion philosophy, the collection blends workwear and sportswear in a playful spirit ([see story](#)).

---

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.