

RETAIL

Schiaparelli establishes permanent boutique with London's Harrods

January 17, 2023



The company embraces the increasing immersion trend in retail, offering engaging experiences in its new boutique. Image credit: Schiaparelli

By LUXURY DAILY NEWS SERVICE

French couture label **Schiaparelli** has made a permanent home for itself on the first floor of heritage department store Harrods.

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

The brand's new boutique is situated inside the London Harrods location, showcasing its ready-to-wear offerings. As originally reported by **WWD**, followed by a subsequent social post from the brand, the 1,500-square-foot space squarely frames its luxury selection in exclusivity and brand identity.

Luxe moves

Among Schiaparelli's boutique offerings are leather pieces, accessories, formal wear and signature jewelry items from the brand.

The boutique also hosts tailoring services, presenting visitors with an engaging shopping experience.



The company will highlight the work of its artisans in the boutique space, offering visitors a chance to buy its unique pieces and surreal creations made by partners of the brand. Image credit: Schiaparelli

This move reflects an increasing demand for heightened in-store engagement and immersive retail.

Schiaparelli's most recent retail opening was informed by its Place Vendôme location in Paris. The brand infuses heritage into the look of the London boutique.

The opening comes after a string of luxury brands have also made moves into the department store, complete with their own in-store boutiques.

Lebanese fashion designer Georges Hobeika, for instance, is set to open an upcoming boutique, having previously opened a pop-up at that location.

Visitors can explore Schiaparelli's space Monday through Saturday from 10 a.m. to 9 p.m., and on Sunday from 11:30 a.m. until 6 p.m.

Other luxury entities have had recent run-ins with the department store.

French fashion house Dior, for instance, took over Harrods for the holidays, presenting customers with a festive experience ([see story](#)).

Despite an influx of collaborative sales efforts, Schiaparelli's boutique stands out, as it is the premier United Kingdom flagship store opened by the brand.

© 2023 Napean LLC. All rights reserved.

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