

RETAIL

# Alaa marks 35-year SoHo return with new storefront

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*Having just announced a new Soho establishment, the heritage brand is breaking ground in Soho, though not for the first time. Image credit: Alaa*

By LUXURY DAILY NEWS SERVICE

French couture house Alaa has landed in a coveted New York City neighborhood.

Having just announced a new Soho establishment, the heritage brand is breaking ground in Soho, though not for the first time. With this new storefront, situated at 149 Mercer Street in SoHo, Alaa continues to expand the channels with which it allows customers to connect.

## Luxury landing

This is not the heritage brand's first. In fact, Alaa's retail vision was initially realized at a time when Soho was just a burgeoning creative community.

The company initially set up shop at 131 Mercer Street in March of 1988. Alaa's ended up closing the operation down in 1991, after a three-year run. Today, the brand is back, presenting a project that aligns a bit more closely with contemporary luxury standards.

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A post shared by ALAIA (@maisonalaia)

Designed by British architect Sophie Hicks, the art-filled space odes American design by showcasing the works of some of the nation's great artists, in a gallery-style layout complementary to the collections it hosts.

The opening makes for eight solo Alaa boutiques worldwide. While in-person offerings are fairly limited, openings are becoming a far more frequent occurrence -- Alaa opened its first-ever London location in 2018, with plans to hit Paris' retail scene by 2024.

In addition to standalone offerings, the maison counts America's Nordstrom, Canada's Holt Renfrew and the U.K.'s Harrod's among its distributors. The label could see a boost in wholesale channels, and specifically department stores, considering recent indications of heightened interest from luxury consumers in curated shopping experiences ([see story](#)).

Interested parties can locate their nearest boutique using Alaa's [store finder](#) tool.

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