

RETAIL

## Louis Vuitton revamps location at Lenox Square in Atlanta

April 28, 2023



*The update makes the site of Louis Vuitton's latest renovation the label's largest standalone store in the region. Image courtesy of Louis Vuitton*

By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** is revealing a refreshed retail space.

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Atlanta's Lenox Square Mall welcomes a new-and-improved layout from LVMH's flagship brand, one which now stocks an expanded range of men's and women's accessories, fragrances, jewelry, leather goods, ready-to-wear, shoes, travel pieces and watches. Located on Level 3 of Buckhead's premiere shopping destination, the renovated store renders this site the region's largest standalone Louis Vuitton boutique.

Home improvement

A first-and-only design for the U.S., interested parties may find themselves flocking to the American South to take in a new Epi glass faade. Composed of backlit panels embedded with stainless steel, the Lenox Mall exclusive prominently features the maison's Epi leather pattern.

Helping to further ornament the opening, Japanese artist Nami Sawada lent her skills to the project, procuring a ceiling arrangement made of 300 organically-shaped, colored petals. The installation graces the store's entrance, as both artistic elements welcome guests in.



*The renovated store renders this site the region's largest standalone Louis Vuitton boutique. Image courtesy of Louis Vuitton*

Just steps beyond, the use of translucent materials carries through to a set of private salons, positioned to complement the experiences of VICs.

The sliding glass door rooms are made of a translucent variety and have been reinforced with mesh wood from Dutch product and interior designer Marcel Wanders.

Besides the grand entrance details, a curved ceiling and intricate aerial decorations frame the updated grounds. Below, terrazzo flooring decorated with signature Louis Vuitton monogram flowers can be observed upon flooring.



*The brand shares that an on-site artisan is available to collaborate with clients on a one-on-one basis. Image courtesy of Louis Vuitton*

Joining a lineup of all product categories, from special trunks to Objets Nomades pieces, Louis Vuitton is also opening up the boutique floor to bespoke originals.

A hot-stamping service allows clients to personalize a variety of leather goods in-store.

Additionally, the brand shares that an on-site artisan is available to collaborate with clients on a one-on-one basis, creating custom artwork on hard-sided items, an exercise previewed during Louis Vuitton's "Crafting Dreams" pop-up exhibition earlier this month ([see story](#)).

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