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Diptyque to open shop in East Hampton this summer

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Diptyque's new storefront strategically neighbors other luxury retail locations from the likes of Gucci, Prada and Cartier. Image credit: Manhattan Skyline Management Corp.

By LUXURY DAILY NEWS SERVICE

French fragrance brand **Diptyque** is preparing to open a location amid a popular resort destination for luxury dwellers.

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The boutique will open in a new market for the luxury fragrance house, in East Hampton, New York. The storefront strategically neighbors other luxury retail locations from the likes of Italian fashion labels Gucci and Prada, as well as French jewelry maison Cartier.

"Diptyque is the perfect complement to the existing shops on Newtown Lane," said Joshua Roth, senior vice president of retail at **Manhattan Skyline Management Corp.**, in a statement.

"This internationally acclaimed luxury brand has long been a staple of homes out East, and now is the perfect time to establish a boutique in the heart of the Village of East Hampton."

Little luxuries

With a long-term lease located at 11 Newtown Lane, just off of the Village of East Hampton's Main St., the brand has a public open slated for sometime this summer.

Condensed into 640 square feet with a 20-foot-long front display, Diptyque's new space is small but mighty. The approach makes sense considering the company's retail arrangements remain flexible, with the size and scale of its merchandise in mind.

Local boutiques in Williamsburg, Nolita, Grand Central Terminal, Columbus Circle and on Madison Avenue aside, the 62-year-old perfumery is entering a market east of New York City for the first time ever.



Elements used in a Nordstrom shop-in-shop offer a glimpse into the types of immersive elements that may make the cut in East Hampton. Image credit: Nordstrom

"We feel right at home on Newtown Lane," said Jennifer Sabarots, vice president of retail at Diptyque Paris, Americas, in a statement.

"The area's residents and visitors share our luxurious yet laidback aesthetic, and we look forward to building new customer relationships in this iconic location."

Related, French fashion and fragrance house Dior also recently established a presence, complete with spa products, in Antibes ([see story](#)).

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