

RETAIL

Arriving by 2024, The Webster reveals plans for trio of new boutiques

May 25, 2023



Interior of The Webster's Costa Mesa location. Image credit: The Webster

By LUXURY DAILY NEWS SERVICE

U.S. retailer The Webster is announcing plans to enter three key luxury markets.

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

The specialty store, which touts nine existing experiential stores, plus digital styling services and an online shopping hub, is entering a period of sizable expansion, tapping American real estate investment trust Simon Property Group once more. Beginning October 2023, The Webster will first reach The Shops at Riverside in New Jersey before the late Summer 2024 launch of a Lenox Square location in Atlanta, rounding out openings with a boutique at The Domain in Austin in early Fall 2024.

"When I opened The Webster 15 years ago, I never imagined a day where I would be saying we have 12 stores," Laure Hriard Dubreuil, founder and CEO of [The Webster](#), in a statement.

"The response and support from our partners like Simon to our clients who have been with us since Day One is truly incredible," Ms. Dubreuil said. "What started as a vision to bring a highly curated luxury retail experience to Miami to expanding rapidly on both coasts and even internationally is beyond my wildest dreams.

"I am so grateful for Simon believing in The Webster, giving us this opportunity to go where our clients are, as well as engage and share our experience with a new audience."

South Beach meets Simon Property Group

The Webster is upping its current boutique count by three, partnering with one of America's top mall developers to do so.

In a fourth-time engagement the creative spearheaded the visual DNA of the retailer's Montecito boutique in Rosewood Miramar Beach, as well as its first international boutique in Toronto and, this year, a Palm Springs location the space will feature contributions from French interior designer Stéphane Parmentier.

Reminiscent of its regional roots, the company's Art Deco aesthetic, vintage wallpapers and discerning collection of art will transfer over onto new grounds.



Responsible for the visual identity of four of the retailer's nine boutiques, French interior designer Stphane Pamentier will service The Webster's three new locations. Image credit: The Webster

Established in 2009, The Webster has come a long way since its early days.

Since, Ms. Dubreuil has bolstered the company's footprint, growing a freestanding flagship operation on Collins Avenue in South Beach, Miami into a networked presence spanning cities such as Bal Harbour, Costa Mesa, New York City, Los Angeles and Montecito, at the Rosewood Miramar Beach.

Having more recently ventured into the lifestyle arena, selling a selection of fine jewelry, homewares and beauty The Webster maintains a permanent **Augustinus Bader Skin Lab at The Webster** store extension in Soho, New York the retailer has found its way offering a refined assortment of women, men, and kids' ready-to-wear, shoes and accessories from the likes of Balmain, Celine, Dior, Fendi, Gucci and Valentino.

Additionally, many attribute The Webster's success to a number of exclusive collaborations with brands including Italian fashion houses Bottega Veneta and Pucci, plus global entities such as LVMH's Le Bon March Paris.



The Meisterstück Webster Special Edition Coffret, resulting from a collaboration between The Webster and Montblanc, is priced at \$1,655. Image credit: Montblanc

"Our approach as a company is to offer the highest level of customer service, meeting the needs of our client's evolving lifestyles and going beyond the transactional relationship, making them a part of The Webster family," Ms. Dubreuil said.

In 2016, The Webster ventured outside of Florida's retail market for the first time with a 5,000-square-foot storefront at The Galleria, a Simon-owned shopping center in Houston ([see story](#)).

Soon enough, three new additions will join the family.



The Webster at Simon Property Group's The Galleria in Houston. Image credit: The Webster

"Our shoppers are zealous for unique luxury retail experiences, and we are thrilled to be working with The Webster to deliver top-level customer service and a highly curated selection from the industry's leading designers to three booming markets," said Velda Turan, senior vice president of leasing at Simon, in a statement.

"The Webster is a natural complement to the extensive roster of luxury offerings at The Domain, Lenox Square, and The Shops at Riverside," Ms. Turan said. "The vibrant intimacy of their store design is an exceptional addition to our curated mix of market-exclusive brands, further establishing these properties as top fashion and lifestyle shopping destinations."

© 2023 Napean LLC. All rights reserved.

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