

APPAREL AND ACCESSORIES

## Stuart Weitzman debuts revitalized boutique concept

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*The brand's newly-redesigned salon blueprint is slated to hit multiple locations around the world by the end of 2023. Image courtesy of Stuart Weitzman*

By LUXURY DAILY NEWS SERVICE

Tapestry-owned footwear house **Stuart Weitzman** is embarking on a new retail endeavor.

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The brand's boutiques have received a refresh, a location at Pennsylvania's King of Prussia Mall serving as the first venue to debut the reimagining. Bringing together the Stuart Weitzman identity and modern aesthetics, the revitalized shoe salon designs are slated to hit a number of the label's locations worldwide by the end of 2023.

### Modernized marketplace

The first salon to adopt the updated look centers comfort, offering plush sitting areas and warm colors within the concrete storefront.

A soft palette of hues is splashed throughout, from blush and champagne color choices to sparkling, rose gold accents complement a light herringbone-style flooring made from American oak panels. Bespoke light fixtures, porcelain sculptural elements and custom boucl seating also make for a texturally diverse space.



*The interior of the salon showcases a streamlined, comfort-focused design. Image courtesy of Stuart Weitzman*

The boutique's design itself evokes flower petals and a general sense of movement, thanks to curved display walls and a range of rounded shapes.

A gallery space showcasing Stuart Weitzman's involvement in star-studded moments on the red carpet is stationed towards the store's rear. Throughout the year, boutiques utilizing the refreshed design will open in New York City, Milan and Zurich, among other cities.

This reimagining of the salons comes after a successful performance on the part of the brand's parent company, as Tapestry announced earlier in 2023 that it was raising its annual fiscal expectations after a better-than-expected start to the year ([see story](#)).

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