

RETAIL

Launching summer 2024, Montreal's Royalmount reveals strong luxury roster

June 16, 2023



The project will house over 170 stores and 60 restaurants, 50 percent of which will enter Quebec for the first time. Image credit: Royalmount

By LUXURY DAILY NEWS SERVICE

French fashion house Saint Laurent, Italian fashion label Versace and Swiss watchmaker Tag Heuer are among the latest designer names to sign on for the major opening.

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

Slated to enter Montreal's scene in the summer of 2024, the luxury retail and lifestyle destination Royalmount's arrival marks the largest private development in Quebec. The \$7 billion-dollar project, which features investment from private equity firm L Catterton, will house over 170 stores and 60 restaurants 50 percent of this group will enter Quebec for the first time.

"We are delighted to welcome these world-class and category-leading brands to Royalmount, which will become the number one destination in Eastern Canada for retail, dining and entertainment," said Andrew Lutfy, CEO of **Carbonleo**, in a statement.

"Years of thought and planning have gone into bringing the right brands to Montreal," Mr. Lutfy said. "These arrivals represent an exciting future for Royalmount and will help bring our shared vision and values to life.

"We look forward to welcoming these brands and our valued guests and visitors next year."

Fashion flurry

The aforementioned brands aside, Eastern Canada's upcoming shopping, dining and entertainment stop adds British footwear label Jimmy Choo and U.S. jeweler David Yurman to this round of newly-announced brand flagships.

Dedicated store plans from the likes of Louis Vuitton, Gucci, Tiffany & Co. and RH have been shared thus far.



An aerial view of the planned development. Image credit: Carbonleo

Boasting 824,000 square feet spread across two levels, the complex will integrate retail, offices, restaurants and entertainment spaces, all positioned around a central park.

Per real estate development and management company Carbonleo, Royalmount will be the first 100 percent carbon-neutral mixed-use development in the Americas, additionally taking the title of largest LEED Gold retail project in the country.

The infrastructure is backed by findings from a recent Royalmount research commission, which found that 49 percent of luxury shoppers believe that brands should offer more than purchase opportunities in-store ([see story](#)).

© 2023 Napean LLC. All rights reserved.

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