

RETAIL

Givenchy debuts first Los Angeles retail location

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The label is unveiling its very first bricks-and-mortar concept in Los Angeles. Image courtesy of Givenchy

By LUXURY DAILY NEWS SERVICE

French fashion house **Givenchy** is inviting guests to partake in a major moment on Rodeo Drive.

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Breaking ground on the West Coast, the label is unveiling its first retail concept in Los Angeles. At approximately 6,500 total square feet, the store's unique physical structure gives way to a number of extravagant details as Givenchy continues its expansion across the U.S.

Banking on Beverly Hills

The opening renders LVMH's maison the world-famous luxury shopping hub's latest luxury tenant.

Bouncing between sharp industrial additions and softer natural facets by making use of contrasting tones and textures, interiors follow a design code of elevated minimalism.



Exterior shot of Givenchy's Los Angeles location. Image courtesy of Givenchy

A central cupola features a 3D representation of the brand's 4G logo, while mirrored interiors extend the fixed square footage.

Collaborating with the British artist Ewan McFarlane, a larger series of sculptures are featured throughout the sales floor. Positioned in unexpected ways, the chiseled casts offer an enhanced experience for those seeking to flow between fashion and art with ease.



Elements make use of contrasting tones and textures. Image courtesy of Givenchy

Women's and men's ready-to-wear and accessories collections, plus exclusive capsules a recent Plage introduction included ([see story](#)) are among the styles landing at 413 North Rodeo Drive.

The location opens with a seasonal assortment of fall looks, joined by other sharply-tailored contributions from the house's artistic lead.

Creative director Matthew M. Williams' signature worked denim and modern evening wear sits beside handbags, small leather goods and viral footwear selections such as the Shark Lock boots, all available at Givenchy Rodeo.



Positioned in unexpected ways, a series of sculptures conceived with British artist Ewan McFarlane enhance the in-store experience. Image courtesy of Givenchy

Shoppers can also discover newer picks, as items such as the Voyou statement bag are highlighted in-store.

Givenchy plans to go public with a more permanent Beverly Hills boutique by 2024, this iteration representing the brand's ninth freestanding store in the Americas.



Williams-era Voyou statement bags are highlighted in-store. Image courtesy of Givenchy

For now, clients can enjoy access to both Williams-era ([see story](#)) cult favorites and a dynamic bricks-and-mortar layout.

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