

APPAREL AND ACCESSORIES

# Armani opens new flagship location in SoHo

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Emporio Armani is returning to Soho with a new flagship focusing on current collections. Image credit: Armani

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By LUXURY DAILY NEWS SERVICE

Italian fashion house Armani is returning to a famed neighborhood in New York.

The label's Emporio brand is returning to Soho with a new flagship after closing its store there in 2017, joining the AX Armani Exchange just three blocks away. While the store down the street focuses on urban apparel, the new flagship is centered on current collections.

"To me, Soho represents the very essence of New York, the relentless energy of the city that never sleeps and is constantly reinventing itself; a city on the rise once again after a few tough years," said Giorgio Armani, fashion designer and founder of **Armani**, in a statement.

"It is here, in the most authentic downtown, that style, ideas and creativity are born and intertwined, with an immediacy that is mirrored in its unmistakable architecture, now firmly etched into the collective imagination," Mr. Armani said. "I return to this district with enthusiasm and newfound awareness.

"Never invasive, my new Emporio Armani shop fits seamlessly into the context, paying homage to the urban landscape and reflecting our unwavering commitment to sustainability."

## **New digs**

The fashion brand's new flagship is a boutique experience, paring down from the scope and size of its sister location down the road.

Situated at 134 Spring Street, the store is meant to be modern and modular, able to change displays and sets given the season or current collection. Now, the fall/winter 2023 line is on the newly built shelves.

Designed with simplicity in mind, the space is intentionally minimalistic, with splashes of color and abstract shapes to break up the otherwise industrial look. Glass is also heavily featured, used as tables, encasements and to separate different displays from one another.



*The architecture of the exterior is said to be unmistakably tied to Soho. Image credit: Armani*

The free-flowing design also showcases clothing by having the pieces suspended from seemingly floating hangers.

Items on sale at the new flagship include accessories, men's and women's apparel, fragrances, jewelry, leather goods, shoes, sunglasses and swimwear.

French couture house Alaa also recently moved into the neighborhood ([see story](#)).

The new Emporio Armani is open daily starting at 11 a.m., except for Sundays, when it opens at noon.

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