

RETAIL

Brioni opens shop at Highland Park Village in Dallas

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The Italian menswear brand is unveiling its first-ever Texas location. Image courtesy of Brioni

By LUXURY DAILY NEWS SERVICE

Italian menswear brand **Brioni** is marking an important milestone, furthering plans for retail expansion with the grand opening of an inaugural location.

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For the very first time, the label establishes itself in Texas, at Highland Park Village, a prestigious open-air shopping and dining haven in Dallas. Marking an important milestone for Brioni's expansion, the new boutique caters to a discerning luxury audience as luxury makes its move into the American South.

Tailors take Texas

Brioni's store boasts an array of offerings, including ready-to-wear and accessory collections, as well as the brand's renowned bespoke service, where patrons can have their garments tailored to perfection.

Maintaining its signature global store concept, the Highland Park Village outlet infuses local influences into its design, offering a unique experience for patrons.

Inside, a selection of MITA, or "Manifattura Italiana Tappeti Artistici" designs adorns the space, drawing inspiration from midcentury motifs and Italian craftsmanship.



The Dallas store serves as both a stateside atelier and a sanctuary for clients seeking personalized service and tailoring expertise. Image courtesy of Brioni

Notably, the entrance carpet, titled "il carretto delle stoffe" or "Fabrics cart," pays homage to sartorial excellence.

A central wall tapestry, named "il carretto della frutta," or "fruit cart," divides the store into distinct atmospheres, inviting clients to explore encased offerings.

Vintage 20th-century Italian design pieces further enhance the boutique's ambiance, creating an atmosphere that seamlessly marries the past with the present.

Beyond its aesthetic appeal, Brioni's commitment to exceptional customer experience is reflected in this new boutique's design and offerings.

The Dallas store serves as both a stateside atelier and a sanctuary for clients seeking personalized service and tailoring expertise.

Clients can enjoy exclusive one-on-one service and unparalleled tailoring mastery, all within an inviting Italian atmosphere, at 30 Highland Park Village, Suite 200 in Dallas, Texas.

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