RETAIL

Amid Miami Design District, Dior Men adds third solo store to stateside count

August 28, 2023

The two-story men's boutique is located at 161 NE 40th Street. Image credit: Miami Design District

By LUXURY DAILY NEWS SERVICE

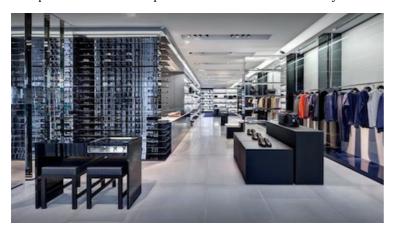French fashion house Dior is doubling down in the American Southeast.

A Miami Design District flagship offering women's apparel and accessories is now joined by the brand's newest storefront at one of Florida's most popular mixed-use developments. Preceded by the 2012 launch and subsequent closing of the area's Dior Homme space, the new two-story boutique sits just one block away from a larger sister location.

New digs

Dior's 161 NE 40th Street base houses the maison's menswear exclusively.

Inside, guests can find select ready-to-wear collections, as well as accessories including eyewear, leather goods, footwear, watches, jewelry and fragrances. Per *WWD*, Dior's first floor is all-encompassing, making products sourced across most of its categories available for purchase.

An upstairs level is comprised of two VIP salons solely accessible to visitors with appointments.

The new store's modern interiors opt for a monotone color palette, complemented by bursts of color. Image credit: Miami Design District

The boutique's design reportedly taps motifs used throughout the two only other Dior Men storefronts, stationed in New York City and Beverly Hills. The outlet credits Dutch artist Thomas Trum with the Miami destination's exterior, which features a colorful facade treated with spray paint.

Italian fashion house Armani, which opened up a new flagship location in New York City's Soho neighborhood last month (see story), also holds a presence in the Miami Design District, situated right next door to Miami Design District's primary Dior store.

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