

RETAIL

Loro Piana debuts renovated Dubai flagship

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With a first level for VIP clientele only, the refurbished Dubai Mall flagship arrives with an additional floor, now taking up two stories. Image credit: LVMH/ARR

By LUXURY DAILY NEWS SERVICE

Italian cashmere label **Loro Piana** is circling back on a lucrative global retail destination.

Following extensive renovations, the maison has officially reopened the doors of its Dubai Mall boutique. The refreshed store concept spans two floors including a first level featuring private salons, the newly-expanded space seeking to capitalize on heightened demand for high-end products in the U.A.E.'s most populous city.

Retail refresh

Centrally located amid Dubai Mall's Fashion Avenue, the flagship has added another layer to its original footprint, now taking up two stories, each dedicated to different services.

Loro Piana's floor level places a focus on VIP clientele, complete with a series of salons, providing comfort and privacy to those guests with funds to spare, as luxury continues to turn toward its top spenders to boost bottom lines ([see story](#)).



The retail space's footprint has been expanded to accommodate a second floor. Image credit: LVMH/ARR

Connected to the ground floor via a private entrance and elevator, the shop's second tier is accessible to all consumers, who can find both the Loro Piana fall/winter 2023 collection, as well as an exclusive capsule created specifically for the Dubai Mall Fashion Avenue crowd, on offer in-store.

Per a statement from the company, the updated interior design scheme aims to "showcase Loro Piana's iconic style" with the use of a warm color palette and signature natural materials such as oak wood and Carabottino marble detailing.



Women's ready-to-wear selects line the second-floor walls of Loro Piana's Dubai flagship. Image credit: Loro Piana/ARR

The storefront's eye-catching facade, envisioned by architects Jun Aoki and Yoshihiko Takeuchi, takes on the look of Loro Piana's wavy fabrics, handcrafted from an assemblage of handmade Italian terracotta tiles.

Openings and renovations of this nature are experiencing a resurgence, remaining at the heart of luxury's retail growth strategy as of late. Almost 40 percent of all U.S. luxury retail leases signed in 2022 belonged to malls ([see story](#)).

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