

RETAIL

South Coast Plaza announces new luxury lessees ahead of holidays

November 1, 2023



Several brands including British jeweler Graff will reveal new mall spaces in the coming weeks. Image courtesy of South Coast Plaza

By LUXURY DAILY NEWS SERVICE

U.S. shopping center **South Coast Plaza** is spreading the word on a series of high-end stores hitting the center this season.

British jeweler Graff, Swedish luxury brand Byredo and French jeweler Van Cleef & Arpels are among those arriving and renovating existing retail spaces at the largest luxury shopping destination on the West Coast. The openings will accommodate the sector's shoppers, who are planning to engage in larger holiday gifting sprees this year per projections that spell end-of-year fiscal success for all retailers involved.

"South Coast Plaza has a magnetic reach, drawing in a wide audience who journey to this destination," said Ben Gorham, founder and creative director of Byredo, in a statement.

"It's another milestone for us in the retail landscape in California."

Retail blitz

The new boutiques are open now, with several more including refreshes for established storefronts on the way.

In the coming weeks and going into 2024, the likes of Balenciaga, Balmain, Bucherer, Bulgari, Cartier, Maison Margiela, Giorgio Armani and Gucci will reveal redesigned, relocated or larger retail spaces within South Coast Plaza.

Van Cleef & Arpels is yet another brand expanding its presence, the luxury player's new boutique at the commercial hub in California measuring 4,200 square feet.

"The maison has been a fixture at South Coast Plaza since 2002," said Helen King, president and CEO of Van Cleef & Arpels Americas, in a statement.



Minimalist design details are featured throughout Byredo's new mall store, the brand's sixth in California. Image courtesy of South Coast Plaza

"Since the first renovation in 2014, we have grown with our clients here for over a decade," Ms. King said. "It is now time to open new doors to a new home that embodies and represents what this community means to us - in scale, in modernity, enchantment and in offering."

South Coast Plaza also houses a new Graff salon, the first of the brand's new retail concept, which launches in the U.S. The space focuses on high-luxury, exclusive materials and the VIP experience.

Byredo's new flagship takes a much different approach, instead opting for minimalist detailing.

Around this time last year, South Coast Plaza welcomed new maisons and saw refreshed retail concepts from labels such as Louis Vuitton, Dior, Fendi and Breitling ([see story](#)).

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