

RETAIL

Loro Piana launches pop-up store in Swiss Alps

January 3, 2024



The store will remain open through the winter. Image credit: Loro Piana

By LUXURY DAILY NEWS SERVICE

Italian cashmere label **Loro Piana's** latest retail opening is only available this season.

In the Swiss municipality of Zermatt, a renowned ski resort destination, the maison has unveiled a pop-up shop; it is the brand's first storefront in the locale. Situated in the town's center, the rotund snow-white structure blends into the surrounding environment, notably stocking special-edition collections and other extras.

Winter wonderland

Loro Piana is drawing in guests with both visual and physical warmth, the latter being hard to come by at this time of year. Going live in December 2023, the store will remain open through the winter.

Inspired by a "gher," a traditional, tent-like dwelling utilized by the nomadic people of Mongolia, where Loro Piana sources its cashmere from, the building's ovular design homages the brand's origins.

Guests can also find bespoke additions: an open-air lounge and ample seating take form inside. The boutique is home to new releases.



Guests can also find bespoke additions: an open-air lounge and ample seating take form inside. Image credit: Loro Piana

Similar to the space in theme, Loro Piana's Holiday 2023 collection odes the mountain lifestyle.

A number of the company's signature fabrications including the "Cashmere Coarsehair," "Shearling," "Cashfur" and "Baby Cashmere" are present across products sold on-site.

Open through March 15, 2024, the retail hub is located at Zermatt Yurta, Tempel 2 Zermatt 3920 and welcomes guests from 10 a.m. to 7 p.m. daily.

Other luxury labels are also activating in the Swiss Alps, including Italian fashion company Moncler ([see story](#)).

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.