

RETAIL

Dior, Herms bringing beauty firsts to Royalmount's new 'self-care' retail concept

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Renna, a new beauty and wellness retailer, will open in August 2024 at Montreal's Royalmount. Image credit: CNW Group/Renna

By LUXURY DAILY NEWS SERVICE

Luxury retail and lifestyle destination Royalmount is putting a cosmetics and skincare-focused space on the map.

A new self-care retail concept is coming to the Montreal mixed-use development: stocking a range of wellness-focused products and services, Renna will open in August 2024. Entering the Canadian market with beauty and fragrance firsts by way of the 36,000 square foot store are several luxury brands, including Herms and Dior.

"Having experienced the retail industry with a luxury lens, I can confidently say that these prestigious partnerships are precisely what we want to bring to today's discerning clientele," said Christopher Novak, president of Renna, in a statement.

"Exclusives and never-been-seen-before experiences are the core foundation of what makes Renna so unique and timely," Mr. Novak said. "We will continue to announce partners leading up to the launch that represent our brand spirit and promise to offer our clients a complete one-stop experience both on location and through our complimentary virtual concierge experience."

Centered on self-care

Renna promises customers a one-stop touchpoint for customized beauty. Featuring five shopping zones, the Montreal retailer is focused on modern wellness.

The sections will have themes, including traditional aesthetics, dermatology, nutrition and fragrances. The fifth will be a "revitalizing retreat area" centered on self-care.



Opening this summer, Royalmount continues to announce new retail tenants. Image credit: Royalmount

Amid these, Dior is introducing its very first Beauty Boutique in Canada. Within Renna, visitors will be able to buy makeup, skincare and fragrances from branded lines such as La Collection Prive.

The summer opening ([see story](#)) is also a major moment for Herms, as the concept space will be home to the nation's first beauty and fragrance shop-in-shop from the European label. Cosmetics, perfume, bath products and body care items will be available.

French fragrance brand Diptyque will likewise have a shop-in-shop under the same roof, featuring signature personal scents, and home and body collections.

U.S. fragrance company Le Labo's hand-blended creations are also slated to arrive at Renna in the fall. Meanwhile, U.S. skincare house Dermalogica will provide advanced open-concept skin treatment services on-site.

In honor of its Quebec roots, Renna's premiere flagship will also feature local brands.

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