

RETAIL

Asprey opens second London-based boutique

February 12, 2024



The team drew upon the maison's flagship for interior inspiration, opting to include a bar. Image credit Asprey

By LUXURY DAILY NEWS SERVICE

British silversmith and leather goods maker Asprey is unveiling its latest bricks-and-mortar project.

Situated within The Peninsula London, the brand opened a 2,293-square-foot space this month, expanding options for fans of the bespoke accessories, housewares and books it stocks. The new boutique joins the only other Asprey store based in the city, while one central feature sees its owners dabbling in hospitality.

"I'm so glad to be able to offer a second home for Asprey clients in London, and we couldn't hope for a better partner than The Peninsula Hotels for this project," said John Rigas, chairman of [Asprey](#), in a statement.

"The two brands share the same values of excellence, bespoke service and commitment to support creativity, innovation and offer a unique experience."

From Bruton Street to Belgravia

Overlooking Hyde Park Corner, the boutique's architecture and design was created by Storey Studio, the same firm behind its Bruton Street flagship.

The team drew upon the maison's flagship for interior inspiration, opting to include a bar. Of installations across the brand's entire retail network, the amenity is unique to this location.

Check-in completed: Asprey has arrived at The Peninsula London. Visit us Monday-Saturday, 10am-6pm.

pic.twitter.com/2ucseV5e8d

Asprey (@AspreyLondon) [February 6, 2024](#)

The Asprey at The Peninsula is open from 10 a.m. to 6 p.m. Monday through Saturday; the business is closed on Sundays.

British automaker Bentley recently collaborated with the hotel, providing guests with bespoke Bentayga Hybrid models ([see story](#)).

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