

RETAIL

# Kenzo opens doors to first standalone store in UAE

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*French and Japanese influences are united through architectural and decorative details. Image credit: Kenzo*

By LUXURY DAILY NEWS SERVICE

French fashion label **Kenzo**'s latest opening marks its foray into a booming luxury market.

Situated in the Dubai Mall, the brand is welcoming customers to its very first standalone store in the United Arab Emirates (U.A.E.). Spanning 1,300 square feet, the boutique brings to life the signature "East meets West" philosophy of Kenzo and creative director Tomoaki Nagao, better known as Nig Goldeneye.

## Digging Dubai

True to the concept that the company has been emphasizing ([see story](#)) since it appointed Mr. Nagao in 2021, the new shop captures cultural influences from what Kenzo calls its "two geographical pillars."

France and Japan are united through a meticulously curated array of architectural and decorative characteristics. The fusion is said to marry all life paths and world regions, and reflects the creative director's progressive message of "perfect, inclusive harmony."

The Dubai touchpoint carries the spring/summer 2024 collection, granting U.A.E. residents and visitors a chance to interact with the fresh line in person.



*The brand has often combined styles from Japan and France since the 2021 appointment of its creative director. Image credit: Kenzo*

Additionally, an exclusive capsule collection has been crafted in honor of Ramadan, falling on March 10 to April 9 this year. Many in the country and the Middle East at large observe the holiday annually, granting Kenzo's offering a localized appeal.

Three garments have been imagined for those participating in Eid al-Fitr festivities.

Light, movement-friendly viscose comprises womenswear. An elongated dress, pajama pants and a matching oversized shirt feature the "Kenzo Weave," a never-before-used, all-over print designed by Mr. Nagao, the "Kenzo Paris" logo spelled out with the pattern.

The look can also be found throughout the physical footprint of the store, blown up into scarlet-red dividers.

Shoppers can find the spot on the ground floor of the mall, open Monday through Thursday from 10 a.m. to midnight. On Fridays and Saturdays, its operating hours are 10 a.m. to 1 a.m.

With Dubai's high-end real estate marketing seeing explosive growth in recent years ([see story](#)), many others in luxury are turning to the city for first-of constructions such as hotels ([see story](#)) and automotive personalization hubs ([see story](#)).

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