

RETAIL

# Dior opens six-floor boutique in Geneva

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The store glows like a lantern at night. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French fashion house **Dior** is turning to Switzerland for its latest retail project.

The maison's new boutique is now open in Geneva. Designed by award-winning architect Christian de Portzamparc, the six-floor shop stocks a selection of looks from the spring/summer 2024 ready-to-wear, summer 2024 menswear and jewelry collections.

## Swiss spot

Guests of the fresh touchpoint can have a hands-on, tactile experience with pieces created by Dior giants such as Maria Grazia Chiuri, Kim Jones and Victoire de Castellane.

Inside, visitors will find decor that encourages all to linger and wander. Works by artists such as Pamela Rosenkranz, Ugo Rondinone, William Coggin, Martin Kline and Dashiell Manley are found throughout, bringing high-end shopping moments to life.



Dior's shop features a private salon and artistic pieces scattered throughout. Image credit: LVMH

The inclusions nod to the brand's founder, who was known to be an enthusiastic collector of creative works and owned a gallery. Some of Mr. Dior's archival sketches have been hung on the walls. These appear beside contemporary photography and frescos done by Brigitte Niedermaier and François Mascarello, respectively.

Reflecting this design-forward identity, the store is situated on Rue du Rhône, largely considered to be the center of fashion and luxury in the city. The involvement of Mr. Portzamparc only furthers this, being the first-ever French architect to be awarded the Pritzker Prize.

The faade that he dreamt up is built with streamlined curves that are reminiscent of the maison's Seoul space, which he also designed ([see story](#)).

In Geneva, the boutique's petal-like exterior odes Dior's couture fabrics. Skyrocketing toward the clouds, six floral shapes support glass walls within, allowing the sun to bathe the collections inside with light.

The building is illuminated at night, glowing through resin shells and becoming what looks like a giant lantern.

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