

RETAIL

Valentino opens new flagship store in London

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The public gained access to the four-floor boutique on April 12. Image courtesy of Valentino

By LUXURY DAILY NEWS SERVICE

Business at Italian fashion house [Valentino](#) is ramping up in the United Kingdom.

The maison's new Sloane Street flagship boutique in London is now open. Furthering Valentino's global retail refresh, the four-floor store explores brand codes and stocks women's ready-to-wear, accessories and beauty.

Red, white and black

Human connection is a major sticking point for the London shop.

In line with the company's enhanced approach to client relationships, its layout is informed by exclusivity, private luxury experiences and Italian hospitality. Special areas reserved specifically for one-on-one appointments put customers at the heart of the boutique's story.



The ground floor ceiling features a lighting installation inspired by Valentino's Rockstud motif. Image courtesy of Valentino

Outside, a white stone facade is fitted with a duo of full-height windows, with ready-to-wear displays arranged behind the glass. The maison's color scheme of red, white and black defines the look of each level within, where visitors can browse women's ready-to-wear, eyewear, beauty collections and Garavani accessories, including a limited-edition Valentino Garavani VSLING bag.

On the ground level, the checkered floors are comprised of Nero and Botticino marble. Accessories are arranged here, displayed against backlit black marble shelves and plexiglass modules.

Ivory wallcoverings nod to the stone composition of the building itself, while a bespoke ceiling light installation references the signature Rockstud design ([see story](#)).

A red staircase in the Valentino Rosso hue leads up to the first level, which carries shoes. Here and throughout the store, B&B Italia's Camaleonda seating by Italian architect and designer Mario Bellini offers comfortable resting spots.



On the Sloane Street store's fourth floor, colorful furnishings and mirrored surfaces nod to London's 1970s design scene. Image courtesy of Valentino

The location's second level centers on ready-to-wear collections and features private fitting rooms. Personalized experiences continue on the fourth floor.

The space, devoted entirely to private clients, integrates red carpeting and seating, as well as mirrored wall and ceiling surfaces, reflective of London's 1970s interior design scene. A made-to-order service for a selection of exclusive ready-to-wear items is also available in-store.

Located at 185-186 Sloane Street, the flagship is open Monday through Saturday from 10 a.m. to 7 p.m., and from 12 p.m. to 6 p.m. on Sundays.