RETAIL

Brioni enters luxury shopping complex in Houston

July 12, 2024

Brioni is inviting clients to explore men's ready-to-wear at 444 Westheimer Rd, River Oaks District in Houston, Texas. Image courtesy of Brioni

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

Italian menswear brand Brioni is expanding its footprint in the U.S.

One year after landing in Dallas, the luxury house is entering Houston's River Oaks District, marking the opening of its second boutique based in Texas. Upon launching, Brioni is inviting clients to explore its men's ready-to-wear collections and take advantage of signature bespoke tailoring services.

Take two

The new retail site is located at 444 Westheimer Road within the upscale shopping complex. Lifestyle touches are woven throughout, and interior decor fuses Italian aesthetics with local landmarks.

A wall tapestry and a rug made by teams at Genoese textile manufacturer and longtime partner Manifattura Italiana Tappeti Artistici feature graphics inspired by the nearby Gerald D. Hines Waterwall Park, one of the city's most notable centerpieces, for instance.

The opening of a retail location in Dallas last year marked Brioni's entry into the American South. Image courtesy of Brioni

Vintage furnishings round out the space. Among its selection are a Dud Duc sofa imagined by Italian designer Mario Bellini and an Artona table built by postmodern Italian architects Afra and Tobia Scarpa.

The boutique is open Monday through Saturday from 10 a.m. to 7 p.m. and on Sundays from noon to 6 p.m. Thanks to the personalization perks available in-store, visitors can ensure that their purchases are fit specifically for them.

Representing Brioni's first step into Texas, the unveiling was also the European company's foray into the American South (see story).