

RETAIL

Valentino renovates boutique in Miami's Design District

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Opening today, the brand is hosting an exclusive cocktail party and dinner service in honor of the occasion. Image courtesy of Valentino/Tommaso Sacconi

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Italian fashion house **Valentino** is continuing to implement its global retail concept.

The brand's renovated boutique has arrived in Miami's Design District. Spread across two floors, the 4,470-square-foot space features a new, futuristic look centered on creating connections between clients and brand representatives.

Moving on up

Inside, guests will find a visually refreshed luxury store. Valentino began rolling out the redesign in November 2022 ([see story](#)), its Miami Design District location now supporting its positioning as the Maison de Couture, with artisanal touches present throughout.

Its facade is equipped with light ceramic tiles, while its flooring features multiple shades of marble, including Botticino and Marquina, combined with bursts of green and geometric shapes characteristic of Valentino's updated in-store identity; the look is inspired by Roman buildings. The motif is expanded by the presence of custom-made ceramic door handles.



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The store houses Valentino's current women's and men's ready-to-wear and accessory selection, as well as eyewear and fragrances. Specifically, it stocks the Avant les Dbuts collection and the Valentino Garavani accessories.

Soon, the location will also host the Pavillon des Folies collection. Situated at 140 NE 39th Street, it is open from Monday to Saturday from 11 a.m. to 8 p.m., remaining closed on Sunday.

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