

RETAIL

# Lalique opens five-story flagship in New York

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*Residential comfort serves as the inspiration behind the new storefront. Image credit: Lalique/Adrian Gaut*

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By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French crystal maker Lalique is widening its global retail footprint.

The company opened the doors of a new flagship in the historic Chopard Mansion on New York City's Upper East Side on March 13. Dubbed "Maison d'Artiste," the five-story boutique introduces an experiential, immersive shopping concept inspired by the homes of collectors and artists, inviting guests into the world of Lalique.

"With the launch of this new flagship, we are crafting more than a retail space we are creating a unique journey into the heart of Lalique," said Silvio Denz, executive chairman of **Lalique Group**, in a statement.

"We are thrilled to offer both our valued clients and a new generation of collectors an inspiring experience that celebrates Lalique's lifestyle and beauty."

## Sparkling touch

Lalique's artistic and creative director, Marc Larminaux, led the design of the space, working closely with Christos Prevezanos, the founder and principal designer of interiors firm Studio Preveza.

When guests enter the store, they'll be met by the Salon d'Exploration, a space showcasing the label's latest crystal collections and offering first glimpses at upcoming releases. Other rooms display the maison's historic craft and evolution, mixing archival pieces with new releases.



*The second floor salutes brand founder Ren Lalique through a jewelry salon. Image credit: Lalique/Petrini Studio*

Also on the second level is the Veranda d'Essences, a suite dedicated to taking visitors on an "olfactory journey" through Lalique's fragrances. Going up one floor, the building houses the largest Lalique Art Gallery in the world, featuring creative collaborations with artists James Turrell, Damien Hirst and Zaha Hadid.

The fourth level is home to a bar and lounge with refreshments, as well as the Lalique Interior Design Studio, for customizable home concepts. The latter operation represents the maison's first interior design firm outside of Paris.

"The Maison d'Artiste was inspired by the interiors of art lovers, artists and collectors who invite visitors to experience art and craftsmanship in an inspiring home' setting," said Mr. Larminaux, in a statement.

[View this post on Instagram](#)

A post shared by LALIQUE (@lalique)

"Like an artistic hub, this welcoming venue fosters collaboration and connection, serving as a place for celebrating artistry and sharing creative inspiration."

Situated at 21 East 63rd Street in Manhattan, the store is now open to the public. Other luxury brands are also expanding their retail footprints ([see story](#)).

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