

RETAIL

# Dior opens mega flagship on Madison Avenue

August 6, 2025



American architect Peter Marino designed the four-floor, 52,000-square-foot boutique, which features the first permanent U.S. Dior Spa location. Image credit: Dior

---

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

French fashion house **Dior** has opened its largest New York City retail center.

The 52,000-square-foot flagship spans four floors at the corner of 57th Street and Madison Avenue, close by where founder Christian Dior set up his U.S. subsidiary in 1948. American architect Peter Marino designed the House of Dior New York flagship, which houses women's and men's ready-to-wear, accessories, jewelry, watches, fragrance and beauty collections alongside Dior Maison home products.

## **Mega flagship on Madison Avenue**

The boutique's architecture combines materials such as precious woods with botanical arrangements, paintings and other decor, while Versailles parquet flooring mirrors the look of the house's 30 Montaigne ([see story](#)) base.



*The boutique's architecture combines materials such as precious woods with botanical arrangements, paintings and other decor. Image credit: Dior*

Modern interior details, such as bay windows, create theatrical displays showcasing the maison's product universe amid what it labels a "pared-down yet warm atmosphere bathed in light and soft tones."

A VIP lounge and garden installation by Belgian landscape architect Peter Wirtz are both visible from street level. A central staircase features a chromatic installation called "Colorama" that traces Dior's history through signature objects.



*Located on the top floor of the boutique, the House of Dior New York features the first permanent Dior Spa in the United States. Image credit: Dior*

Located on the top floor of the boutique and opened Wednesday, the House of Dior New York features the first permanent Dior Spa in the United States.

Showcasing Dior products, the wellness facility offers cutting-edge technologies and advanced treatments, including cold laser, ultrasound, microcurrent, microdermabrasion and LED, in addition to a Haute Couture Facial developed with master esthetician Sarah Akram.



*A central staircase features a chromatic installation called "Colorama" that traces Dior's history through signature objects. Image credit: Dior*

The flagship also integrates high art, displaying works by Adam Fuss, Claude Lanne, Karine Laval, Jean-Michel Othoniel, Tony Scherman and Jennifer Steinkamp.

---

© 2025 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.