

APPAREL AND ACCESSORIES

Alaa opens doors to first Kuwaiti boutique

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The brand is opening its fourth store in the region. Image credit: Alaa

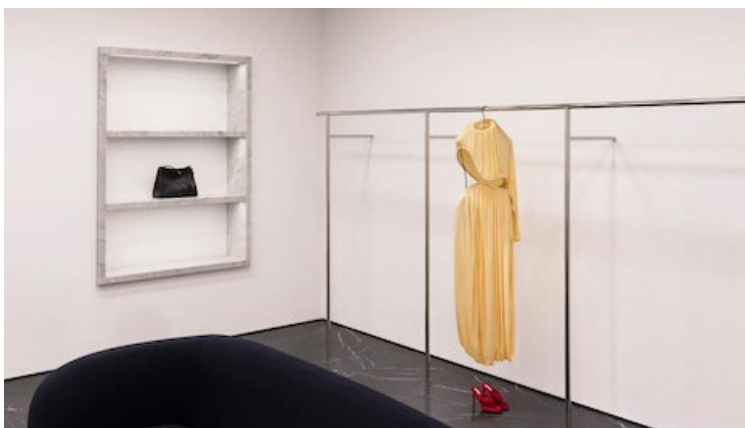
By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

French couture house **Alaa** has a new retail post in the Middle East.

The brand unveiled its latest boutique at The Avenues, Kuwait's biggest mall and the region's second-largest shopping center. The storefront will offer ready-to-wear, accessories and footwear alongside a range of Alaa exclusives.

French roots, Middle Eastern setting

At its entryway, a bespoke facade with disk-shaped perforations that admit light speaks to the maison's design codes. Swedish interior design firm Halleröed, which also worked on stores for brands such as Swedish luxury fragrance brand Byredo ([see story](#)) and Swedish label Acne Studios, created the store's exterior.



The space mixes Black Marquina and Carrara marble. Image credit: Alaa

The minimalist interiors utilize a sleek color palette of white, black, silver and grey. Black Marquina marble flooring and shelves made from Carrara marble add drama and structure to the space.

The new location features curved lines to evoke the atmosphere of a fashionable salon with one-of-a-kind sofas by British-Canadian interior designer Philippe Malouin that rest on carpeted flooring.

Near the entrance, an assortment of accessories shoes and handbags greets guests.

Seven years ago, Alaa opened its first standalone boutique: a 2,152-square-foot space in the Middle East at the Dubai Mall Fashion Avenue. The launch was followed by two more locations in the region, including a second storefront in Dubai and an outpost in Riyadh, Saudi Arabia.

The new boutique is located at Al-Rai, 5th Ring Road, between Ghazali Street and Mohammed Bin Alqasem Street. It operates daily from 8 a.m. to 10 p.m.

Exploring the concept of eternal summer and the manifestations of femininity, Alaa launched a seasonal campaign conceived by creative director Pieter Mulier in May ([see story](#)).

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