

IN-STORE

Dior's pop-up boutique contrasts bright resort line

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By SARAH JONES

French fashion house Dior opened a new temporary boutique in Courchevel Resort in the French Alps featuring a winter theme to showcase its women's collections.

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The boutique, which will be open until April 10, features décor that contrasts with the bright resort and spring collections that will be carried in the store. With this location, Dior is able to market to affluent tourists on ski vacations while the resort is busy, without having to operate the store in the off-season.

"I would expect that seasonality and geography will play a large part in the success of Dior's new boutique," said Dave Rodgerson, a Toronto-based retail analyst and consultant.

"They've created a look and feel that are especially well suited to the Alpine locale," he said. "While this works in the Alps, it would not play well in Los Angeles where it would appear to be an oddity or at best a short lived novelty."

Mr. Rodgerson is not affiliated with Dior, but agreed to comment as an industry expert.

Dior did not respond by press deadline.

Frosty fixtures

Courchevel is a part of Cheval Blanc the hotel management division of LVMH. The resort has other luxury fashion boutiques, including Louis Vuitton.



Courchevel resort

The walls of the Dior Courchevel boutique are a medium wood which has been made to look frosted with ice. In the middle of the store sits a sculpture that looks like a block of ice.

To continue the theme, glass cases hold accessories and shoes, which creative director Raf Simons created in bright orange and blue. The colors pop against the white backdrop.



Dior boutique in Courchevel

On the ceiling hangs foliage with white leaves, mimicking the look of a winter garden. Artist collective Wanda, who the brand previously enlisted to decorate its store in Paris on Place Vendôme, created the plant sculptural detail. By partnering again with the same artists, the label is able to create a sense of continuity between these two store locations.

A back wall of the store is entirely mirrored, with the bottom of the glass frosted. In front of the wall sits a white seating area, flanked by gold minimal racks holding clothing.



Dior boutique in Courchevel

Three of Dior's artisans created special versions of the brand's Lady Dior and Diorissimo bags in bright colors, reminiscent of Christian Dior's love of color, per a branded statement. The crocodile bags were made in either a pink, blue and beige color combination, or a red and sable mix, purposefully bright to stand out within the fixtures of the whitewashed boutique.

Resort retail

Pop-up stores are an opportunity for brands to experiment with merchandizing concepts without being tied down.

Italian footwear label Salvatore Ferragamo enhanced its support of the Wallis Annenberg Center for Performing Arts inaugural gala Oct. 17 with an exclusive line of accessories that was unveiled at a pop-up shop in the Beverly Hills, CA-based center's Grand Hall.

The pop-up shop was available both physically and digitally to the public Oct. 18 and includes Los Angeles-specific handbags, shoes, bijoux and fine jewelry designed by creative director Massimiliano Giornetti ([see story](#)).

Opening a boutique within a hotel or resort gives a brand a captive audience to sell to.

Swiss timepiece manufacturer Bovet 1822 added its fourth boutique worldwide Dec. 12 with a ribbon-cutting ceremony at The Ritz-Carlton Central Park, New York.

The new boutique is located at 50 Central Park South and will feature fifty timepieces that are exclusive to this location. The three other Bovet boutiques are located in Moscow, Berlin and Baku in Azerbaijan, indicating that the latest addition will open the brand up to a much wider audience of consumers ([see story](#)).

Even though the boutique is within the snowy Alps, the winter theme may be hard to carry through April.

"Operationally, Dior needs to ensure that they are able to maintain a standard of excellence that ensures a consistent look throughout the life of the boutique," Mr. Rodgerson said.

"While the audience may change over the period of time it exists, they want to ensure that it has the same visual appeal at its conclusion as it did on its launch," he said. "This is difficult to maintain over the course of three to four months.

"From the customer's perspective, I would suggest that Dior has overestimated the shelf life of the boutique. Even in the Alps, people look forward to the spring at a certain point.

"To be reminded of snow and winter in April may be asking too much of the customer audience. By then I would expect the customer's thoughts to be turning toward swimwear and the French Riviera."

Final Take

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