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COUTURE, FASHION AND LEATHER GOODS

Loro Piana, eyeing VIP shoppers, launches world-first new concept store in Dubai Mall

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The newly relaunched Loro Piana store faade in the Dubai Mall, Dubai, UAE. The store is the first in the Loro Piana network to sport a new design layout geared to welcoming wealthy and UHNW clients in a private setting with exclusive merchandise. Image credit: ARR

By STAFF REPORTS

Italy's Loro Piana has debuted its brand-new concept store in the Dubai Mall after an extensive renovation that personalizes the experience for wealthy shoppers.

The two-storey store, the first of its kind to feature the new Loro Piana concept, will span two floors with an elevator and a private entrance adjoining the two sections in Dubai Mall's Fashion Avenue.

"The renovation is a return to the heritage of the maison and the legacy of Sergio Loro Piana, reworked in a timeless and thoroughly modern key," [Loro Piana](#) said in a statement.



Loro Piana store in Dubai Mall with a VIP section for women. Image credit: ARR

First-chance salons

The first floor is dedicated solely to VIP clients with dedicated salons where they can discover the fall/winter 2023-2024 collection and an exclusive Dubai Mall Capsule Collection with comfort and complete privacy, the LVMH-owned brand said.

The store concept and interior design showcases Loro Piana's signature combination of natural materials, warm color palette, signature oakwood and Carabottino marble.



Ready-to-wear women's section in the Loro Piana store in Dubai Mall. Image credit: ARR

The facade of the store, inspired by the soft and wavy texture of Loro Piana fabrics, has been reimaged by architects Jun Aoki and Yoshihiko Takeuchi in handmade terracotta ceramic tiles from Italy.

The **Dubai Mall** is one of the most prestigious and largest in the Middle East, with 1,200 retail stores, 200 dining experiences and two anchor department stores, Galeries Lafayette and Bloomingdale's.

Attracting more than 100 million visitors per year, Dubai Mall is home to the Dubai Shopping Festival and the Dubai Aquarium & Underwater Zoo.

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